RADIO SCREEN STAGE

VARIETY

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PUBLIC DEFENDS AIR NEWS

B'way Niteries Praying for Good Ol' Prohi Days; Ain't No Drinkin'

Folks around Broadway ain't drinking like they used to. Likker wholesalers aver that repeal bids fair to make America far more temperate a nation than ever in the era of Volsteadism's 13 years. It may not be as temperate as before the Prohibition Act, but drinking is decidedly falling off as a fashionable indoor sport.

Ask the Broadway nitery entrepreneurs. The only break they get is that the smart spots still can get $10 a quart for vintage champagne with dinner extra—but then the vintage must be the mccoy and the brand the ultimate in quality.

The likker wholesalers have been widely advertising their brands of late. It's now reached the stage of quality and selectivity of choice. The retailers know that from the lethargic pace of the movement of their wet stocks.

Bargain hunters are pushovers for the department stores principally. The big stores buy up carloads of California vintage prod-

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'Show's a Flop, but Bar's A Hit,' Forrest's Dilemma

Most unusual booking proposals have been made concerning the Forrest, only legit house on Broadway with a bar directly connected with the foyer. Doorway leads from the rear of the orchestra floor to the booze emporium which is part of the Forrest hotel in the same building.

Number of managers have offered to spot shows in the Forrest, provided the attraction gets the same percentage of bar receipts as its share of the box office gross. House and hotel have turned down all such proffers.

'Show is a flop but the bar's a it,' was the comment on several recent premieres at the Forrest.

Applications for licenses to sell liquor in New York theatres have been rejected by the State Alcoholic Beverage Control Board, with the exception of the Metropolitan opera house. No explanation for that grant has been given.

3,000,000 Advance Sale Of Tickets for Fair

Chicago, May 7.

Chi is rubbing its palms with boom-town glee in anticipation of the World's Fair reopening.

To date 3,000,000 tickets at 50c (no reduction from last year as was expected) have been sold in advance, against the opening stanza's 1,500,000 ducats at this time last year. Ditto hotel demands are much better booked up.

Nite life in the Loop looks to benefit especially.

Deluxe Propaganda

Minneapolis, May 7.

Central Labor Union here staged 'Precedent,' a play dealing with the Mooney-Billings bombing case, at the Shubert theatre in an effort to induce the local city council to adopt a resolution asking the governor of California to pardon the two men.

Aldermen were present as the union's guests.

FIVE 15c DUAL GRINDERS ON 42D ST.

There are now five 15c double feature film grinds in the one block on 42d street, west of Broadway, New York. Six more are one block away, making 11 inkpots right at the crossroads to battle it out with the regular Broadway first-run houses. Also in the one 42d street block are two burlesque houses, a third is to open shortly, and a vaudefilm policy is also being set for another house.

Selwyn and Times Square went pictures last week as the latest additions. Lyric is being assembled for a grind vaudfilm, legit stock, while a stock burlesk troupe is going into the Apollo. Other film houses using double feature pictures are the Wallack, Harris and Liberty, while burlesque occupies the Eltinge and Republic.

Only house retaining its original legit policy on what was once the most famous show block in the world is the New Amsterdam.

Knighthood for Arliss?

London, May 7.

Intimated by those who should know that in the next honors list George Arliss will be knighted.

RE: BOULDER DAM

Hollywood, May

First of the Boulder Dam stories likely to get into picture form is Warners 'The Cinch.' Over a year ago, studios were all steamed up over Boulder Dam plots and every lot had one in preparation. Then interest dropped, and most of them were shelved.

James Cagney stars in 'The Cinch.' Story is by Dan Templin, and Sy Bartlett adapts.

YANKEE NETWORK SOLICITS FAN AID

Goes Direct to Public as Newspapers Bar Radio Reporters from Official News Sources — Hearing Draws Crowds

BLIND TESTIFY

Boston, May 7.

In a dramatic counter-attack against the newspaper fraternity of Boston, which has fought, blocked, hoaxed, and embarrassed the Yankee Network in its efforts to gather news for broadcast purposes the general public has been asked to defend the regional network's efforts to give them information on current events. And the public has responded in numbers and with enthusiasm. So much so that the precedent may have influence far beyond the purely local issue involved.

It tends to establish the fact that when enemies of radio put broadcasting in a spot stations and webs can call upon their fans to participate in mass meeting protests that

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HOLLYWOOD SOS FOR MALE LEADS

Hollywood is still short of leading men, ith practically all companies frantically hunting all possible males.

Paramount, Metro and Radio have sent definite instructions to all foreign offices to keep a sharp eye especially for men and to stop worrying about women, for the screen, for the time being.

It's a Gift

Buffalo, May 7.

WGR and WKBW recently conducted a talent hunt in connection with the Scripps-Howard paper.

Topping the amateurs participating in the radio audition was a mother and son team. Son played the piano. Mother chatters her teeth before the microphone in musical rhythm. Ma claims her chattering sounds like tap dancing to radio listeners.

Mexican Stage Actors Get an Idea; Want to Ban Pix, Radio After 8 P.M.

Better Be Good

Clause in the radio contract Max Baer has with Goodrich tire, script serial he's doing on NBC, protects the account in the event the California jad makes a poor showing against Primo Carnera.

If the Baer end of the ring proceedings does him no credit the commercial can cancel therewith. Otherwise, script show continues for seven weeks beyond the fistic event.

20 EX-CONS IN 'BIG HOUSE' UNIT

Omaha, May 7.

Wiley Langford, chief auditor of the Nebraska state penitentiary, is playing the patron saint for troupe of 20 former inmates of various prisons who left Omaha last week as a regulation vaude unit on a tour which is planned to stop at the Century of Progress.

First stop will be Aurora, Ill., and the second Waukegan. Bookings are through William Morris office, and biz end is in the hands of Joe Marion, former musical comedy player here. Polishing and routining of the act were supervised by Eddie Perrigo, Omaha maestro, and m.c. and leader's job is taken by Jack Scott.

All but three of the troupe have 'done time,' and one has been with 'Pretty Boy' Floyd. Attention of prison reformists and sociologists is centered on the experiment, as the whole enterprise was engineered as an opportunity for the boys to make good on their own, with Langford as backer.

Act is known as 'The Convict Band and Big House Follies,' and carries an instrumentation of three saxes, three brasses, fiddle, guitar, bass, drums and piano.

Robt. E. Lee Forgiven

Washington, May 7.

CBS is sending out announcements of airing of shindig on May 18 in U. S. Capital at which Virginia will present to the nation statues of George Washington and Robert E. Lee. No mention is made, however, of fact that both busts have been in Statuary Hall for 20 years.

Reason for delayed acceptance of marbles lay in fact that some Congressmen were sore at the Confederacy and Washington couldn't be accepted without Lee.

Mexico City, May 7.

After several days of verbal run-around, convention of Mexican actors and allied unions, in session here to seek means for reviving the stage's past glory and prosperity, concluded that pictures and radio are the theatre's two greatest foes.

Convention adopted resolutions urging President Rodriguez to prohibit cinemas from functioning after 8 p.m. and to otherwise regulate their operation 'so that they will not interfere with national culture, which is expounded by the theatre.'

President is also asked to prevent two more old guard stage houses here, the Iris and the Politeama, from going cinema, advising him that since 1923 most houses that were built primarily for stage shows have been converted into film cathedrals.

Committees have been appointed to figure out the best means for curbing activities of the radio and sporting exhibitions, such as prize and bull fights. Favors urging government regulation prohibiting ether studios to function after 9 p.m. daily.

Conclave also has under consideration a proposition to force theatre owners to reduce rentals and cut sharing terms contending that these levies are so high companies only geat meager picking of the gate. Said that some shows here gross but $15 a night, but have to pay $30 rent and give house 10% of box office receipts besides.

MILLIONAIRE LAD'S YEN TO ANNOUNCE STYMIES

Philadelphia May 7.

That even millionaires want to be radio announcers was proven at WCAU, when Blayne Scott, heir to the Scott-Powell milk fortune, made a try.

P. S.—He didn't get the job!

KNOW NO VAUDE

Says M-G Aa Studio Changes Stage Background for Film

Hollywood, May 7.

Present generation of film audiences don't know anything about vaudeville, thinks Metro. This was explanation given for changing the vaude background of 'Excess Baggage' to a radio background. Studio is remaking the stage hit, which was based on lives of a couple of smalltime players.

Radio, sez studio, is better known to audiences, while vaude is an alien subject. John Larkin is adapting the Jack McGowan play.

AIR ENEMIES UNITE FORCES

Pittsburgh Stations' 2-Day Bonanza As Newspaper Workers Go on Strike

Pittsburgh, May 7.

Pittsburgh radio stations had a gold mine week-end when mailers of three local newspapers went on strike, tying up circulation all over town for two full days. Business rolled into broadcasting outfits for 48 hours, and announcements went sailing out over waves almost continuously.

Came at a stragetic moment, too, with town's leading department stores all going in for May sales advertising splurge. When mercantile establishments learned about newspaper situation—Press had a 72-page paper first day of strike and Sun-Tele 56 pages—advertising managers hot-footed it to ether factories with steady stream of announcements and kept the staffs going full blast for two days.

All five of town's stations got in on the gravy and profits for period went zooming. Stores, getting rebate on newspaper space, sunk it all into radio and kept clamoring for more but it was first come, first served, with everybody yelling for time.

Newspaper mailers, striking for return of 10 percent cut they accepted last May, finally agreed to arbitrate their differences and went back to work after couple of days. Almost impossible to get a paper during tenure of walkout. Morning daily, with a circulation of 200,000, managed to get only about 20,000 on the streets one day and none of that in downtown sector.

Dixie Belle Gin Knows What It Doesn't Want; 85 Auditions Nixed

hiladelphia, May 7.

Dixie Belle Gin, after auditioning five big shows at WCAU, with Philly talent, decided that it wanted a name or nothing. Audition was the largest ever staged at the station, with over 85 artists totaling the aggregation.

Client seems set on a musical show, with comedy, but insists that the comic be a top-notcher. Talent suggestions made so far included Georgie Price, Tom Howard, Block and Sully, all getting a nay. Gin outfit wants a star not associated with the product of a former sponsor. Thing has become a gag around town, since the client's demands seem impossible, although dough hasn't entered as a hindering factor. Agency is considering everything in sight but illinger and One-Eyed Connelly.

WCAU has commissioned H. Bart McHugh, artist bureau head, to New York this week for a complete talent search.

Chicago had a parallel case to Dixie gin in Schlitz beer. Schlitz is now on the air but it took a year of auditioni

Singing Sam Set

Chicago, May 7.

Atlas Brewing Company goes on CBS on May 15 for its Prager Beer, with Harry Frankel ('inging Sam') as the entertainment. Once weekly at 15 minutes each.

Placed through the local Erwin-Wasey agency. This makes the third beer account for Columbia system, and all three sold out of the Wrigley building. Shows are Schlitz, Blatz and Atlas, besides Prima on a local baseball shot.

Larson Leaves NBC

Bennett Larson leaves NBC's production staff May 15 to join the radio department of the Joseph Katz agency.

Larsen has been with the network for over five years.

NO MOSCOW PROGRAM

Anti-Propaganda Treaty Clause Stops CBS Pick-up

Washington, May 7.

Real reason CBS failed in its attempts to stage broadcast of Red Day celebration from Moscow last Tuesday (1) was recognition treaty which stipulates that no Communist propaganda shall enter U. S. from Soviet.

CBS suggested idea to Moscow weeks ago but received no reply till a few days before they hoped to air the show. When answer came it said all Moscow stations were too busy to co-operate.

CBS ANNOUNCER COVERS UP NBC MISHAP

Philadelphia, May 7.

Courtesy of a WCAU-CBS announcer saved the rival NBC web from an embarrassment.

NBC had the exclusive pickup, through its local WLIT, to carry Mrs. Franklin Roosevelt's speech at 1:30 in the Scottish Rites Temple, but later agreed to allow WCAU a wire for a Columbia connection. When the time arrived for the program to take the air, Alan Scott of WCAU was the only announcer within hailing distance, and the NBC word-slinger was nowhere to be found.

Scott stalled through ten seconds of preliminary spiel to give NBC in New York a chance to synchronize its opening announcement from the Radio City studio. Ordinarily he could have taken advantage of CBS' ten-second jump on National by giving Mrs. Roosevelt the mike at usual time, which would have brought NBC into her speech after she had started.

RADIO LEGISLATION EXPIRES IN ALBANY

Albany, May 7.

roposal for a 5% tax on gross receipts of radio stations didn't get to first base in the session of the New York State Legislature. Sponsored by Senator Thomas F. Burchill, New York Democrat, the tax would have affected every person, firm, association or enterprise in the state engaged in conducting broadcasting facilities. Burchill proposed that 90% of the revenue should be used for relief purposes until the emergency has ceased and then be turned into the state's general fund.

Harold E. Smith, general manager of Station WOKO, Albany, directed a vigorous fight on behalf of the broadcasters against the bill.

Another measure that also died in committee was that proposed by Assemblyman Daniel J. O'Mara, Rochester Republican, and which was said to be aimed at the radio activities of Lewis E. Lawes, warden of Sing Sing Prison. It provided for the removal from public office or employment any person who produced, uttered or published, whether under his own or an assumed name, and whether in print or by radio broadcast or otherwise, in any speech, article or broadcast, which dramatized or eulogized individually or as a class any criminal person or persons, fictional or real.

ATTACK RADIO IN THE SENATE

Church and Educational Groups Harp on 'Freedom of Speech'—Demand Arbitrary Allotment of One-Fourth of All Stations to Schools, Religion, Farmers, Labor and Non-Profit Broadcasters

A MENACE

Washington, May 7.

Legislative fight of major proportions will center arou d the Dill communications control bill expected to come up for Senate consideration this week. Preparations for contest indicate both critics and friends of broadcasting anticipate stubborn struggle over radio provisions.

Inevitable fight has been itensified by injection of two-pointed freedom of speech issue. Senators Wagner of New York and Hatfield of West Virginia sponsored amendment resulting from controversy between Paulist Fathers and CBS which would require allocation of one-quarter of broadcast facilities to 'educational, religious, agricultural, labor, co-operative, and similar non-profit-making associations.'

Frantic efforts to mobilize strength to defeat this amendment occupied industry lobbyists all last week. National Association of Broadcasters were in panic checking off names of Senators and trying to pull wires and get votes.

Controversy may involve unprecedented test of power of radio to direct public opinion and nation-wide appeal to listeners to stand by present setup. Broadcasters last week threatened to call on audiences to write Senators as last-resort move to beat back assault on their rights.

Revised to meet various minor criticisms, but still containing numerous features repulsive to broadcast industry, measure far exceeds President Roosevelt's ideas for establishing a central communication-control body. Fight will involve efforts to restrict Dill proposals to conform with President's pronounced wishes.

Wagner-Hatfield amendment, most serious threat encountered in years of warfare with educational groups, has strong backing and was believed today to have better than a 50-50 chance of being adopted. Catholic church, National Grange, assorted radio-education groups, and many lesser but potent organizations are riding the bandwagon and threatening to apply heat to Senators who turn thumbs down on scheme.

Industry counter-attack presents novel aspect in that strong press support has been enlisted. Press associations and local bureaus appear to have tacit understanding to play down news about educators' activities and give far more prominent attention to stories about objectionable phases of Wagner-Hatfield amendment. Remarkable amount of newspaper support is considered one of the good-will consequences which followed burying of hatchet over news broadcasts.

Dispute over this issue will obscure several other controversies which were of major significance but less intelligible to layman. Freedom of speech strife is most pronounced in this particular case, with both groups using argument in favor of their causes. Educators claim present setup restrains free speech, while commercial broadcasters insist this would follow adoption of Wagner-Hatfield proposal. Industry so far has soft-pedaled this type of oratory.

Claims will be voiced during debate that approval of amendment would require 150 commercial oper-

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20 Small Stations Keep Ignoring Air Code Authority and Washington Pretty Irked; May Crack Down

900 Miles for Lunch

Seattle, May 7.

Folks back East must think Oakland and Seattle are neighboring villages, instead of being some 900 miles apart.

A prominent manufacturer of Brattleboro, Vt., recently sent Tubby Quilliam, commercial manager of stations KOMO and KJR here, the following insistent telegram:

'Please meet with our representative in Oakland, Calif. today for lunch, discuss contract.'

Washington, May 7.

Roundup of code violators was set in motion last week by Radio Code Authority. Steps to cite recalcitrant stations to NRA compliance officials are expected in immediate future.

Campaign is aimed at approximately 20 small stations which have ignored series of requests for their rate cards and signified no intention of respecting fair trade practices of compact. This challenge to NRA and CA powers has codists in a stew and considerable difficulty may be encountered in straightening out difficulties.

Majority of offenders are low-power local stations which are regarded as serious nuisances despite their relative unimportance as individual members of industry. Leaders fear disregard of rate regulations will spread if these violators are not punished.

Final series of letters quoting code clause and threatening punitive action will go in mails late this week. Final check was under way today to make certain that no errors have occurred in compiling list. Call letters probably will be published if no responses are received in reasonable period.

Three-day CA session last week cleaned up mass of small details but reached few significant decisions on

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Yes Men, Red Tape and Intrigue

Yes men, red tape, and intrigue go together. All business has known them. Broadcasting, in certain of its organizational units, particularly knows them. They're the triplets of discord, fear and jealousy; as insidious as the boll-weevil. Ultimately something has to be done about them.

To start with the yes man. A yes man is generally an executive. Not a subordinate solely obligated to carry out orders but an executive, top and bottom, paid on the theory that he has judgment and is capable of making decisions and giving orders in the best interests of his organization. When, for reasons best known to himself, such an executive finds it politic or sagacious to refrain from decisions, or to withhold opinions which he ought to give, a yes man is born.

A number of yes men in any one organization means yards of red tape. To sidestep responsibility the yes man substitutes flattery for fidelity. That is protective, but also just a symptom, not in itself a disease. First there is fear.

Narrow minded radio officials stifling ideas or initiative in subordinates, appropriating credit if an idea does succeed and discharging the author if it fails, dreading the very novelty that broadcasting's continued growth makes mandatory, are responsible for confusion and do-nothingism.

Broadcasting is entertainment. New ideas, new programs, new personalities, must be developed. Topical opportunities must be capitalized, public good-will serenaded. But essentially radio has to be entertaining. A hard job at best and an impossible job if showmanship is clogged with intrigue.

Clear thinking and cliques do not go nor can they grow together. Creative imagination lags when inter-office politics preoccupy many minds. Time thus spent is time wasted as concerns broadcasting improvement.

Yes men, red tape and intrigue pal together like headaches, indigestion and a grouch.

NEW TECHNIQUE FOR CROSSLEY REPORTS

Methods of gathering data for the Crossley Reports on program popularity will be changed as soon as the joint committee from the Association of National Advertisers and the American Association of Advertising Agencies in charge of the service can decide along what lines to experiment. It is expected that at the next meeting of the group a sub-committee will be appointed to devise new twists for checking up on listener reaction as a step toward meeting some of the criticism that has been directed at these analyses of broadcasting.

Indications are that among the proposals will be one calling for the increase of the service's number of calls a year so as to get a more comprehensive picture of fan program leanings. Also that a proportion of these phone contacts be devoted to the coincidental method of listener toll-taking with the view of checking the results of these while-the-program-is-on calls against the tabulation of the recollective system, which is based on the idea of asking the fan what programs she had listened to the day before.

STUDEBAKER MUSICAL CHI PROGRAM ON CBS

Chicago, May 7.

Studebaker starts a 13-week ride on CBS out of the local headquarters on May 15 for a once-weekly 30-minute program. Will hit some 30 stations on the web coast-to-coast.

Account placed through the local Roche, Williams & Cunnynham agency. Studebaker has been using a number of spot schedules for local dealers, but Len Erickson of CBS demonstrated that a network run would cost hardly much more than the spot stuff.

MAX BAER
'Taxi' (Serial)
15 Mins.
COMMERCIAL
WJZ, New York

In radio as upon the motion picture screen Max Baer, the prize-fighter, pleasantly reverses expectations by turning out to be quite passable as an actor. He was good enough on the inaugural program (4) of the B. F. Goodrich Tire special series to confuse listeners in the absence of a sufficiently explicit identification of the prize-fighter as the actor playing the lead. Goodrich better make especially clear in advance that the part of Al Harper is enacted by Baer. Otherwise many may be waiting for the narrative to end in order to hear him. Unexpected merit is that deceptive.

Intention of the sponsor is to weave the narrative into a continued story culminating June 14 in the broadcast of the Baer-Carnera fight. If Baer is the white-haired lad after that tussle the programs may be extended. A good showing with or without the championship may qualify him. Meanwhile, the programs are slated to run Monday, Wednesday and Friday at 7:45 EDST over the NBC blues. Pick-ups from Baer's training camp at Asbury Park, N. J.

NBC cast the program and Chester Miller produced it for the sponsor. Script is by Len Holton. Miller and Holton are entitled to honor scrolls for their jobs. Script has crispness in dialog, adroit dovetailing in handling and a multiplicity of characters with an economy of means. It is a well-thought out job of writing, the superiority of which as broadcast material is obvious. And quite likely the story could be developed and sold to Hollywood for a picture. For the first installment alone contained a full-born plot germ.

Action opens in a hamburger joint. Gertie, the nice girl behind the mustard jars, is daft on a handsome palooka (Max Baer) who drives a cab. He's been a little inconsiderate. Two bored society damsels finally land in the palooka's cab and in a hoydenish mood of irresponsibility one of the Park Avenue sirens commissions the stalwart cabbie to drive her to Miami, Florida, and to start pronto. That's the beginning of a story, which, is carried out with the same degree of cleverness as installment number one, will hang up a record for well-done radio production.

Difficulty in fixing the point between what the author means and what the producer means is always tough. Miller is the man that put the thing together and made a radio script with a prize-fighter stand out as a piece of absorbing narrative. His sense of pace, the universal smoothness apart from two or three minor verbal stumbles by Baer, all compliment his skill.

Goodrich looks to have a dandy bet here. Showmanship values are present. There's a good name (topical) in a good framework. And the commercial copy is held down to reasonable claims.

CBS had the first crack at auditioning the 'Taxi' script to prospective commercials but when it came to talking terms about broadcasting a round-by-round version of the Baer-Carnera go as climax of the affair Columbia found that it didn't have the required time available. Among those who heard the script before the Goodrich Tire directorate took it up were Lucky Strike, Gillette Razor, Lever Bros. and Dodge Motors.

For the air rights to the fight the Madison Square Garden Corp. and the leather-pushing principals will split among themselves $25,000. This figure is $12,000 better than the bid put in by Kraft-Phenix. As the lead player in the script series for the initial six weeks Baer is due to collect around $15,000. *Land.*

CAB CALLOWAY ORCHESTRA
Hi-de-Ho
10 Mins.
COMMERCIAL
WEAF, New York

That billing belongs. Cab Calloway dispenses hi-de-ho, wahwah, za-zu-zay. It is a unique kind of noise that bears but a superficial resemblance to orthodox music. It's lunatic jazz, the idiom of Harlem, poured into trumpets, zithers, and whathaveyou. It's as pungent as brandy and as hot. A large section of the citizenry are ga-ga over Calloway's wahwah.

Which is by way of an introduction to the report that the Calloway colored orchestra, just back from London bookings, appeared on the Rudy Vallee Fleischmann hour. And offered a characteristic sample of their stuff.

Calloway orchestra has made a couple of guest appearances, but has yet to attract direct sponsorship. It may be there's a bit too much pepper in the Calloway stew for radio. Yet reversely the band can answer the summons of any advertiser seeking an attraction of established popularity. Cab Calloway is one of the name attractions of the negro race. He and his aggregation of Harlem talent are standard theatrical bill-toppers. Type of rhythm and production numbers created by Calloway are unique and while they are not universally liked (nothing so radical could be) they have a numerous constituency. *Land.*

MAURY H. B. PAUL
With Freddy Martin Orchestra
Chatter, Band
15 Mins.
COMMERCIAL
WABC, New York

Elizabeth Arden Cosmetic has Paul, who Hearst by-lines as Cholly Knickerbocker on the society page of the New York American, teamed with Freddy Martin band over CBS over a Tuesday evening.

As one who has had his tux and notebook on the inside of many a shindig tossed by New York's 400 Maury Paul can relate some harrowing tales of social frustration.

If Mrs. Jones of Podunk listens in to this series she'll learn that others with millions at their command have suffered social defeat. All because of poorly planned parties. Maury Paul is adept at picturing the horrors of such catastrophies.

Paul tells of how one outlander after another coming into Manhattan with fortunes garnered from oil, cattle, fish or whatnot has found the social going tough for the simple reason that in planning her assault on society's ramparts she hadn't provided original novelties for the jaded spirits of Park Avenue and the East 50's. It isn't lavishness that turns the trick as much as it is a twist of the different. Paul assures 'em.

Paul relates how one hostess knocked 'em for a row of Social Registers by building her menu around the lowly hot dog, and another saved her debbie guests from boredom by loading the entertainment bill with hillbilly warblers. Other novel touches in the latter regard still untapped are the importation of a Minsky troupe for the evening, or a can-can heaver from Chicago's lower loop.

Sandwiching Maury Paul's homily are tunes by the Freddy Martin combo orchestrated in the soft, romantic manner that has become the fashion for all programs that have a cosmetic to sell. For the plug retailing there's a femme with a pleading register. Theme of her rondelay is simply 'keep your skin young and smoother the Elizabeth Arden way.' A gift is offered for the writing. It's a bandeau to be worn while applying the cold cream. Along with it will come a booklet, 'The Quest of the Beautiful.'

ARTHUR BORAN
Impersonations
COMMERCIAL
WEAF, New York

Arthur Boran rates as one of the few impersonators who have found a distinctive niche for themselves in radio. This young fellow not only has an arresting flair for capturing the finer nuances of the voice personality that he is imitating but he knows how to arm himself with material that set the original off at his best. For the past two seasons Boran has been in pretty steady demand for guest appearances on commercials clearing through WOR and NBC and CBS hookups. Recently he did a set of five appearances on the Colgate House Party, Saturday evening stanza on the red (WEAF) link.

Kraft-Phenix last Thursday (3) had him also routined in a 'party' idea. Program confined him to a takeoff on Jimmy Durante and the conception that Boran poured into the mike was one that did swell both by Boran and the Schnozzola. As part of the proceedings Boran uncorked a monolog on the theme of reincarnation. It fitted the personality he set out to mimic and it was funny. *Odec.*

CARSTENS CORNERS
With Burton James Players
Serial
30 Mins.
COMMERCIAL
KOMO, Seattle

Presentation of a series of comedy dramas entitled 'Carstens Corners' and presented by Carstens Packing Company, scheduled for 26 weeks, opened Monday (30). It is farce throughout with homely philosophy scattered generously in the lines. Burton James of Playhouse Players heads a cast of excellent local talent.

Originally sketch was entitled 'Harper's Corners,' but was changed to tie in with the sponsor. Formerly 25 episodes were written for the now defunct American Broadcasting Company. Each cost the sum of $125—which was paid to Mitchell Sutherland, author.

Main characters are: Grandpa Prouty, deaf octogenarian; Chet Rochester, constable; Jeff Larabee, loquacious village barber around whose Elite barber shop most of the action revolves; Henry Carstens, proprietor of the Carstens House; his wife, Sophia; Aunt Sarah, village gossip; Mrs. J. Worthington Bangs, richest woman in Watkins County; ruce Talbott, postmaster, etc.

Program is designed to create good will toward sponsor's product by providing mellow amusement. The judicious use of the sponsor's name—particularly Carstens Corners—by repetition—not too much —carries message forward more effectively than straight commercials. Commercial blurb is converted to a two minute skit at the conclusion of each program. Audience response so far very favorable and increased good will seems certain.

EVERETT MARSHALL'S VANITIES
With Elizabeth Lennox, Irving Kaufman, Ohman and Arden
Song Revue
30 Mins.
COMMERCIAL
WABC, New York

Everett Marshall gets a double break on this program. First he shows up exceptionally well as a performer. Second, the publicity edge in having the program named after him is one of the most fortunate set-ups a headliner just starting on the air ever got. And the more so, as on this type of air show it's not usual.

Marshall is well known on Broadway, has been in numerous operettas, and is currently in the Shubertized 'Ziegfeld Follies'. He commands a good figure. Although he has grouped in vaudeville and presentation houses and made shorts for the screen, he is probably not a name to the public at large. He begins for the radio listeners pretty much an outsider. But for that matter; to the ether addicts so were other names of the legit theatre.

Especially find on this program are the vocal duets rendered by Marshall and Elizabeth Lennox. There is some preliminary conversational palaver to these songs. Talk in general isn't good. The effort to create romance is not particularly successful. Sponsor's thought evidently is to create a romantic team in Marshall and Lennox. This is an inspirational hunch, but some tinkering and experimenting may be necessary to get the right aesthetic slant. Danger seems to be gushiness, which Marshall's personality just doesn't fit. He is strong on rugged individualism and shy on the gigolo gloss.

Incidentally, Miss Lennox, antecedents unreported, is splendid individually and in unison. Irving Kaufman, veteran vaudeville singer, stood out also. He has a voice radio can use and if he has any program ideas to sell with it he might be a candidate again for a break in his own right.

Team called Romeo and Juliet is Kaufman and a femme foil. Do Negro dialect comedy. Only it isn't funny comedy and it doesn't hold attention. Rambling gab is weak and this interlude didn't fit with the rest of the program.

Full billing of the show is 'Everett Marshall's Broadway Vanities', Ohman and Arden are there. A program without Ohman and Arden would be quite a novelty.

Auspices might be reminded that Marshall is but little known to the hinterland and his reputation should not be over-presumed. Some of the lines handed Marshall proceed on the theory that he is better known than he is. A tendency in consequence for Marshall to sound a bit conceited ought to be halted. He will sell himself on performance, so needs none of this antiquated star-light.

Bisodol concentrates its commercial copy in the middle of the program. It's as windy as a Himalayan plateau. Paragraphs are used where sentences would suffice.

Land.

'OLD HEIDELBERG'
With Cadets Quartet, Doris Lorraine, Gene and Charlie, Clarence Wheeler Orch., Tom Shirley
Music
15 Mins.
WBBM, Chicago

Blatz beer is paying for this 15-minute shot three times weekly on WBBM and once weekly on the Columbia links. Thursday and Sunday programs are strictly local, while the Tuesday broadcast shoves out over the web.

Show itself would be classified in vaudeville as family time, which would mean too good for the small time and not quite up to the smart style necessary to make it big time. And family time is probably just the right kind of time for Blatz beer and for this program. It's a home-folks program and this is by far the type of people the beer wants to reach.

There's plenty crowded into that 15-minute period, but it's all the same kind of entertainment. The Cadets sing and well. Gene and Charlie sing a semi-comedy tune, while Doris Lorraine sings, but not good enough. Miss Lorraine failed to sell her tunes. Over the loud speaker her voice came in flat and without color. Even tunes inherently colorful, such as 'Two Hearts in Three-quarter Time,' were stiff and lifeless.

Standout were the Cadets for solid vocalizing of the 'Stout Hearted Men' variety and the Clarence Wheeler orchestra as a bang-up background and specialty ensemble. It shapes as an excellent job of these two items, the Cadets and the Wheeler group. Gene and Charlie had too little to do and picked an old tune, 'Honeymoon Hotel' for their so-so effort.

Show shapes as suitable from the sponsor's angle, without a chance of it making particular ripple in the radio sea. It is the type of show that though it will make only lukewarm friends, will not make any enemies. WBBM house talent.

—Gold.

EDDIE STANLEY
with Carol Dee
Comedy
COMMERCIAL
WEAF, New York

Eddie Stanley is from California. That's about all that his professional biography, as revealed to date consists of. He's been on the Rudy Vallee Fleischmann program twice, the second time (3) presumably by what used to be called popular request. It seems probable the lad will be on the way up if given a few more breaks such as Vallee handed him.

Stanley tells old jokes. Very old jokes. Tells them with a quasi-twang. Lots of vitality in his style. Speaks clearly. Every word registers. Speaks loudly. A lot louder than radio is accustomed to, but it's all part of his style and should not be changed.

That a young unknown can on merit stir up interest and get people asking 'Who is that guy' and where did he learn his stuff? comes near to being one of those success stories that read so nice. That is, if the expected sequel materializes. And the afternoon generally follows the morning in any well-regulated system of logic. Stanley has what it takes.

Calculated to win over those who know the answers as well as the comic does is his smart stunt of kidding himself and his material. For instance, he cracks, 'just wanted to test your memory,' or 'it's your own fault—you laugh at 'em.'

Carol Dee is an able foil.

CHILDREN'S THEATRE OF THE AIR
COMMERCIAL
30 Mins.
WGY, Schenectady

Saturday morning program which youthful would-bes have broadcast over WGY for some time, is now sponsored by a Schenectady department store, with the starting time advanced to 10:30. Tom Lewis, who succeeded Roland Bradley (now of WEVD) as director of the Children's Theatre, now acts as m.c. and announcer.

From the viewpoint of the adult listener—omitting fond parents, relatives and friends of the performers—present programs pack no great punch. Doubtful whether they tote a wallop for juvenile dialers, either, although one can not be sure about this. Neither the recent talent nor the lay-out appears to be distinctive.

Of straight acting, the thing which with Bradley obtained splendid results on local kid programs, there has been none recently. Present stanzas unwind as a series of musical specialties, with pop vocals by little girls predominating. At best the latter stuff is imitative; on the air it does not display girlhood or childhood in the most innocent and appealing aspects. Hardly edifying to hear a youngster in a quavering voice warble about love, often of the torch type.

Instrumental end of the program is stronger. A boy xylophonist, for instance, plays rather skillfully, and several other instrumentalists show competence. Incidentally, recent programs have been light on male talent. The lad, who m.c.'d with the confidence of an adult professional, is not appearing, nor is the boy with the appealing soprano. Tap dancing heard is okeh, although it does not click over the ether as in a theatre.

Tom Lewis, whose usual radio-stage activities are far removed from that of a 'father' to kids, guides the hopefuls here rather well. Program is weighed down with advertising. Junior dialers may not object to the plugging between each specialty, although some of the merchandise mentioned is certainly beyond their purses and desires. *Jaco.*

DOROTHY DIX DRAMAS
Sketch
15 Mi
Sustaining
WHAT, Philadelphia

This show is a tie-up with the Evening Public Ledger, which carries the lovelorn column. Program is purely local, with original scripts written by studio's continuity crew.

Idea, presented daily at 1:30, is to dramatize the problems as coming through the mail, not strictly adhering to the Dix stuff as the paper carries it. Outstanding feature of the program is neatness in production and characterizations. Show neither burns a torch for lost loves, or laughs off difficulties, but handles each plot's basis frankly and cleverly.

Scenes are doved in and out primarily with music, but occasional narration by the announcer smooths over a rough spot. Dorothy Dix is not ghosted, but her advice to listeners is turned over the program as dramatization or through announcer's spiel. Cast suits the series admirably, although occasional romantic episodes leave one or two choice snickers, especially in the scenes which depict the home-life of a henpecked hubby. Show takes on all comers, from pessimistic swains to old gals in search of happy love affairs, and creates not a little local comment.

Station handles the program seriously, and obviously, so does the audience. It's one of the most popular script shows in Philly, and has been for more than a year.

SCHLITZ PRESENTS
Henry Busse, Kings Jesters, Roach, Jean Paul King
Band, Songs, Drama
30 Mins.
COMMERCIAL
WABC, New York

With the switch of producing responsibility from the Stack-Goble agency to Batten, Barton, Durstine and Osborne and the realignment of the program's cast, Schlitz had made little progress in relieving what has become its Friday night headache. Revised frame, which made its debut last week-end (4) represented a hodge-podge of some 10 or more commercials current on the networks, minus form, coherence and personality. Behind the 'Program of the Week,' which the brewer dropped after three samples, there was at least something smacking of the different in program ideas.

Because of the previous producer's commitment last Friday's show went through with a dramatized excerpt from what was tagged as the 'picture of the week.' Film was Warner Bros. '20 Million Sweethearts' and the production given the bit here couldn't have reacted to the picture's favor. Voice doubling couldn't have been more farfetched or detrimental to the illusion, while the thing as a whole left a pretty blurred impression of what it was all about.

Other dramatic bit interpolated into the continuity was a recollection of last year's Kentucky Derby. Jean Paul King doubled from the plug reading assignment into the role of sideline describer of the event, and poured into his delivery a twitery modulation and enthusiasm that would have done honor to a crocheting contest between Clara, Lu 'n' Em.

Henry Busse gave his customary expert interpretation of Tin Pan Alley's latest, the Kings Jesters plied a harmony interlude with the suavity and lightness that it takes, while Doris Roach, whom Rudy Vallee introduced on his Thursday night stanza several weeks ago, showed a keen flair for cadence in her vocalizing of a fast number. In selecting the fadeout number by the band the new producing coterie in Chicago showed an arresting penchant for originality, tune is 'When Day Is Done.' Fred Waring has been using it for the same purpose ever since he's been on the air.

Odec.

ROSEWOOD AND IVORY
Margaret Chesick, George Fraser and Peter Marti
15 Mins.
COMMERCIAL
WBT, Charlotte, N. C.

Captivating lyric soprano voice of Margaret Chesick and a background of piano (Fraser) and xylophone (Martin) make a spot that so intrigued Southern Public Utilities Company and listeners that it has been signed for a solid year.

Program, created under the direction of the WBT program department, was sold to the utilities concern on a brief trial. It turned the trick so it was signed for a year, three 15-minute programs a week.

Martin and Fraser are both experienced showmen, having played in all manner of bands and orchestras for all types of shows from canvas to big time theatres, circus and minstrel to lavish revue. They know how to make the background with proper shadings for Miss Chesick.

Program goes on at 11:45 o'clock a. m., a good time to reach the housewives who are the real customers of the utility concern.

Title comes from wooden notes of Martin's xylophone and Fraser's ivory notes.

MARY BERGHOFF
With Connie Beaver
15 Mins.
COMMERCIAL
WOWO, Fort Wayne

Name of Berghoff is soundly impressed on the listener in this quarter hour, as soprano is wife of brewery head which has just introduced its newest brand, Berghoff Hofbrau, to public. 'Zwei Herzen' in German is the theme, with program devoted to popular and light classics. Reader copy is good, being mostly choice recipes for housewife of famous dishes created at the original Hofbrau house in Munich, where Berghoff beer first saw light.

Program was on air twice weekly at first, but last week company decided to increase with an extra Sunday hour. Connie Beaver is accompanist and supplements with solos now and then. Featured singer has rich voice, which relays well. Studio concentrating on this one for a special summer run.

'Ma Fraser,' of the NBC network afternoon sketch, is now being introduced as 'America's Mother of the Air.' With the change in time, skit is hitting the air 15 minutes earlier.

Bob McCombs, organist of Criterion theatre, has been appointed music director and staff organist for KOMA, Oklahoma City.

RCA LIKES WLW PRECEDENT

Boston's Finicky Clients

Boston, May 7.

On receipt of a stamped self-addressed envelope Charley Burton of WEEI says he will prove to anybody the veracity of the instances listed below.

SPONSOR	OBJECTION	REASON
Cigarette Mfr.	'Smoke Gets In Your Eyes'	Smoke in eyes is unpleasant. Nothing unpleasant about his brand of fags
Ginger Ale Mfr.	'Shine, Little Glow Worm'	Might lead listeners to suspect his ginger ale contained worms
Milk Co.	'Old Oaken Bucket'	His milk is not watered
Baked Bean Canner	Sketch containing reference to somebody having scarlet fever	Scarlet fever creates bad taste in mouth that otherwise might be watering for beans
Coal Dealer	Sketch in which small boy throws rocks	His coal pure; no rocks in it

CBS May Use Business Films

Broadcasting's Initial Employment of Promotional Supplement

CBS may resort to talking pictures as a sales promotion device. Network is tinkering around with the idea, undecided whether to depend for the pictorial effects on photos, action pictures or cartoons. Meanwhile it is having recorded on sound tracks the voices of its names, near-names and talent slated for a buildup.

In addition to using these sound films for time and talent selling purposes the web is figuring on developing from them a library of one reelers to do a job of institutional plugging. The reels would be circulated among advertising clubs, women's clubs and schools. CBS has already selected a title for one of these subjects. It's 'A Day Around the Columbia Studios.' Included would be not only flashes of artists before the mike, but shots of the production department at work preparing the programs. Another reel would deal with the technical twists involved in broadcasting.

Recording of the artists is limited to a few bars of song or a gag. Soundtracking is being done through Paramount.

MORE SYNCHING TIME BETWEEN WBBM-KFAB

Chicago, May 7.

Local CBS station, WBBM, has made another synchronizing deal with KFAB in Lincoln, Neb. Will synch with the station from 8:30 until midnight instead of simply from 10 p. m. on.

Which makes it just a little tougher for the local salesmen since it's necessary for the station to carry network programs for 90 minutes additional each evening.

No Dobbsie Renewals

San Francisco, May 7.

When its contract expires June 18 California Packing Co. will not renew with NBC and Capt. Dobbsie's transcontinental Del Monte Ship of Joy will go off the air.

Dobbsie's show, only cross-country commercial currently emanating from here, has been on since September with several renewals. Neither Calpack nor the McCann-Erickson agency has any plans for the summer.

Nothing definite for Dobbsie, who for five years had the Shell Oil account on the Don Lee and NBC chains.

Another account going off NBC is 'Dawn of Hollywood,' Tuesday night cosmetic show for the House of Seager, which bows out May 15.

Neal Barrett, general manager KOMA, Oklahoma City, now waxes his mustache at both ends.

Irene Beasely Summer Sub for Wendall Hall

Chicago, May 7.

Irene Beasley is set for the summer run for the Fitch air tonic show on NBC.

Replaces Wendell Hall, who has been the show for the past season and who is slated to return to the program this fall after a vacash.

Special Stage, Radio Show in WGN-B&K Deal

Chicago, May 7.

Arrangement has been made by WGN and Balaban & Katz circuit of theatres for a one weekly special broadcast from the stage of the Chicago, the ace B.&K. house.

Show will run from 9-9:30 p.m., with B.&K. producing a special radio-type show for these broadcasts. Not only will the show include the talent of the Chicago theatre, but of all available talent at the other B.&K. spots. It will be a public broadcast, with the event advertised to the public an an 'extra added attraction.' Quin Ryan, manager and chief voice of WGN, will be in on the first broadcasts anyway as m.c. to get the show started.

Brunton Buying KQW

San Francisco, May 7.

Deal is on the fire between Julius Brunton & Sons, owners of KJBS, to buy KQW in San Jose and San Francisco, from Fred Hart, owner. Papers expected to be signed by Ralph Brunton and Hart this week.

If completed, Brunton will move the Frisco studios of KQW to his present KJBS location and will link the pair of broadcasters into a two-station chain. KQW will give KJBS added coverage of the northern California territory.

Meanwhile Brunton is sliding out from under the Radio News Bureau in which he is affiliated with other stations throughout the country. Unable to get a satisfactory return from his heavy investment he has cut off one man and instead has subscribed to the Press Radio Service, meanwhile maintaining one man in Frisco and one in Sacramento for local news, and also the Dow-Jones ticker service. Does two broadcasts and spot announcements of his own gatherings and the Press Radio stuff at 12:30 a.m.

SUPER-POWER HAS A FOOTHOLD

Development of 500,000-Watt Station Outside RCA Control Deemed Salubrious from Corporation's Standpoint

SARNOFF'S SLANT

In the establishment of WLW, Cincinnati, as the highest powered station in the country, RCA has a partisan interest aside from the fact that its subsidiary, the Victor Co., did the equipment supplying for the 500,000-watt transmitter. With this indie outlet rating as the lone super-power broadcast source, RCA figures that much has been done towards diverting the curse of monopoly that has been fastened upon its other subsid, NBC. Also that the way is now open for NBC to do some promoting for super-power on its own accord.

David Sarnoff, who was among the dedicatory speakers for WLW last Wednesday night (2) has always been a strong advocate for super-powered transmitters. Through such setups (50,000-watts) it has been his opinion NBC-controlled stations in most instances overcome the problem of dead spots and kindred interferences.

Just prior to the organization of NBC the Westinghouse Co. had under consideration a plan of converting every one of its stations into broadcasting sources of the super-power type. It believed that with five or six transmitters strategically located and armed with super-power it would be able to cover the entire United States. Stations that Westinghouse had figured for power promotion along these lines are KDKA, Pittsburgh; WBZ-WBZA, Boston-Springfield; KYW, Chicago, and KFKX, Lincoln, Neb.

RCA has still another interest in WLW. Location of this outlet will lend itself ideally to the development of television, and it is believed that RCA will make heavy use of this that center when it is ready to debut picture-casting as a commercial medium.

NBC Pays Tribute

While NBC is supposed to resent WLW's ability to demand and get $990 an hour from the network and the probable increased card rate demands expected to be made shortly by WLW on the 500,000-watt basis, the larger significance of a super-power station outside NBC-RCA control is understood to mollify the network's pout.

Deduction has been made within broadcasting that WLW under its new signal strength is competing with the networks rather than with individual stations and that the very nature of WLW coverage is an anti-network argument that will be used plenty.

Chicago, May 7.

Indications are the Palmer House show will shift from the NBC basic web to the Quality Group of three major indies, WGN, WOR and WLW on May 29 at the expiration of the first 13 weeks of the Palmer House-NBC contract.

Hotel is understood plenty dissatisfied with the mail count on the show thus far, especially when comparing it with the click of the Floyd Gibbons programs last year. Mail count for the programs up to the present is reported at some 10,000, far under the Gibbons mail in 1933. Present NBC hookup of 17 stations does not include WLW, but NBC is now offering the hotel WLW for the second 13-week option if the hotel goes along.

Amos 'n' Andy appeared in person at Warner theatre, Oklahoma City, Saturday, May 5.

Chain Income from Time Sales

NBC

	1934	1933	1932	1931
January	$2,373,923	$1,869,885	$2,635,447	$2,026,860
February	2,197,297	1,742,784	2,571,609	1,924,778
March	2,473,400	1,997,463	2,864,783	2,164,434
April	2,368,118	1,690,177	2,649,892	2,195,880
Total	$9,412,738	$7,300,309	$10,721,731	$8,311,952

CBS

	1934	1933	1932	1931
January	$1,405,948	$941,465	$1,348,842	$692,114
February	1,387,823	884,977	1,319,414	750,621
March	1,524,904	1,016,102	1,436,050	1,110,526
April	1,371,601	775,489	1,354,592	1,076,103
	$5,680,276	$3,618,033	$5,458,898	$3,629,354

CBS 77%, NBC 40% Above April, 1933, Figures; Summer Prospects Still Good; Drop Not Alarming

April gave Columbia a record-breaking boost. Network last month grossed in time sales 77% more than it did for the corresponding 30-day period of 1933. Previous month also set a new April high for CBS. Tally from hookup facilities in the last lunar stretch came to $1,371,601, which was $13,000 better Columbia did for April, 1933.

NBC for April, '34, showed a jump of 40% over the same month of 1933, but continued to lag behind the network's 1932 grosses. However, the marginal drop between March and April indicated that NBC was having less difficulty than CBS in holding on to business as the warm spell approaches. In the case of NBC, the dip amounted to $105,000, while Columbia last month took in $153,000 less than it did in March.

NBC's time disposal business last month brought it $2,368,118. In April, '33, it did $1,690,177, while the '32 tally for the same month was $2,649,892. Judging from the small number of accounts it's slated to lose this month and the addition of such new business as Goodrich Tire's Max Baer script series and General Food's matinee Show Boat version, NBC should come through May with a similar 40% edge over the May, '33, level. In the latter month the network grossed $1,622,887.

Columbia's May, 1933, total was $624,256. Though the breakdown of NBC's total into the red (WEAF) and blue (WJZ) link allocations were not available last week, it is apparent that CBS in April continued to be the top grosses by network.

Los Angeles, May 7.

For the first four months of 1934, major broadcasting stations on the coast shows a substantial increase in dollar volume over the same period last year and also shows commercial increases over the first four months of 1932, considered the banner year.

In network business, from Pacific coast accounts, NBC is way ahead of CBS. If the former's business keeps up as started for the four months it looks as if NBC will do around $1,500,000 worth of business from west coast advertisers over the Coast chain and from Coast accounts sending their stuff east.

National accounts coming to the Coast either by transcontinental chain or by production on the west coast for release here run almost two to one over Columbia. At least four accounts using CBS in the east come into western territory over NBC.

Tums Announcements In Nation-Wide Test

Chicago, May 7.

Tums, the product of the A. H. Lewis Medicine Company of St. Louis, goes on the air on May 14 for a national test of one-minute recorded announcements. Will hit about 15 stations from coast to coast three times weekly at night.

Through the local Ruthrauff & Ryan agency.

WOMEN DISLIKE SPIELERS OF OWN SEX

Toronto, May 7.

Would-be Canadian femme announcers are out of luck, according to a survey of Toronto stations. Curiously enough, the feminine elements in Canadian radio audiences are the chief objectors.

When faced by a microphone, women have a tendency to talk in an unnatural voice and put on 'a sweet tea-party affectation,' according to Stanley Maxted, regional director of the Canadian Radio Commission.

'As a general rule, we have no objection to women announcers but we have found through observations of the past six years that a woman's voice is never successful on the air,' says Maxted. 'If we could find a woman who can talk perfectly natural on the air, we would do everything in our power to promote her.'

Claims Harry Sedgewick, managing director of CFRB; '70 per cent of our listeners are women; the men never complain about women announcers; complainants are always women. Their voices are clear but they are not acceptable to listeners unless they are confined to children's programs or descriptions of cosmetics or lingerie. In these instances, women announcers get by for it is not very convincing for a baritone voice to laud the qualities of ladies' personal garments.'

More Dough—Musicians

Los Angeles, May 7.

Musicians' local, 47, is attempting to penalize local stations which transport their staff orchestras to other spots to remote before free audiences.

Under new regulations stations using their bands for these outside affairs will be compelled to pay the men their usual studio time plus the one engagement rate for each out-of-station remote.

FIDLER NON-SPI

Hollywood, May 7.

Non-Spi has hired Jimmy Fidler to do a few minutes of Hollywood chatter on its broadcasts.

Fidler is set for two weeks and, if oke, stays on for the series.

New Business

NEW YORK CITY

Genung, Inc. (department stores), 26 announcements, to May 25. WFAS.

Penna Sales Co., four test programs, including Bob Harper, John Wrigley and Buck Jones, dialog. Placed through Associated Broadcast Advertising Co. WFAS.

BUENOS AIRES

Enoch Morgan's Sons, Inc. (Sapolio), 13 weeks, three times weekly. Through Conquest Alliance. Station LR4.

SAN JUAN, P. R.

Crystal Corp. (Outdoor Girl cosmetics), 13 weeks, musical programs. Through Conquest Alliance. WKAQ.

KANSAS CITY, MO.

Kretzman and Shukert, furriers. Both are three-a-week quarter-hour of World transcriptions, event of time. KMBC.

Palace Clothing Company. Quarter hour daily mornings. Advice to the distressed by the Sunshine Lady. KMBC.

John Taylor Dry Goods Co. Renewal. Joanne Taylor's Fashion Flashes. Program is personal shopping service for out-of-town or indisposed shoppers. KMBC.

ATLANTA

Stone Baking Company, Atlanta concern, 52 15-minute talent shows, Mondays and Thursdays. WSB.

Banquet Tea, one-minute transcriptions. WSB.

Monarch Brand Foods, 50-word announcements, Tuesdays, Thursdays and Fridays. WSB.

Palmolive Beauty Box program, one-hour NBC broadcasts, on Tuesday evenings. WSB.

Dr. Pepper, 78 one-minute transcriptions. WSB.

CINCINNATI

Union Gas & Electric Co., renewing its twice weekly cookery programs, conducted by Laura Judd Bryant, on WCKY for a year. Sponsor engaged Christine Fryman, winner of WCKY 'Miss Radio of '34' beauty contest, to take part in airings.

Knox Co., makers of Cystex, kidney medicine, renewed with WCKY for 26 weeks of weekly transcriptions on 'Newspaper Adventures.'

Goodrich Tire & Rubber Co., on WCKY for Monday, Wednesday and Friday evening, 15-minute blasts from Max Baer's camp from May 4 to Carnera-Baer scrap, June 14.

OMAHA, NEBRASKA

Phillips Department Store, South Omaha, announcement daily, except Sunday, beginning April 24. WAAW.

Capitol Auto Livery, 18 announcements to be given three per week, began April 23. WAAW.

Deluxe Motor Service, announcement daily, except Sunday, began April 21, for one month. WAAW.

Interstate Hatcheries, announcement daily, except Sunday, April 19 until forbid. Buchanan Thomas Agency. WAAW.

Jack Lincoln Motor Co., announcement daily, except Sunday, two weeks, began April 19. WAAW.

Dr. Hayes Association, announcement daily, except Sunday, began April 16 for one month. Hogan Advertising Co., Kansas City. WAAW.

Kellogg Sales Co., Pep, announcement daily, except Sunday, began April 16 for one month. WAAW.

Chase Plow Co., announcement daily, except Sunday, began April 14 for one month. Buchanan Thomas Co. WAAW.

Byrd Nurseries, announcement daily, except Sunday, began April 11 until forbid. WAAW.

Blue Ribbon Beer, announcement Tuesdays and Thursdays, April 10 to September 27. KOIL.

Cadwallader Fur Co., announcements three times daily, except Sunday, for one year. KOIL.

Continental Keller Co., Council Bluffs department store, announcement every Wednesday for one year, begun April 18. KOIL.

Dr. Doman, dentist, Council Bluffs, 52 announcements, to be given at times specified on the farm dinner hour after April 10. KOIL.

Evans Home-Made Ice Cream, announcements Tuesdays, Thursdays and Saturdays on the farm dinner hour, April 10 to September 30. KOIL.

Goldstein-Chapman Co. and Natelsons, women's furnishings stores, 800 announcements to be used alternately, four times daily, except Sunday. KOIL.

Kellogg Sales Co., Pep, three announcements daily, except Sunday, for 21 days beginning April 23. KOIL.

Lord Aspirin Co., announcement daily, except Sunday, April 15 to July 15. KOIL.

Maidrite Sandwich Shop, 52 announcements, to be taken at staggered times within the year, beginning April 21. KOIL.

Nebraska Clothing Co., 15-minute program daily, except Sunday, evening periods, began April 2 for one year. Material World Broadcasting Co. transcriptions. KOIL.

United Food Stores, new sponsor for the Brandeis-General Electric Kitchen broadcasts, 45-minute program from kitchen daily, except Sundays, April 23 through October 23. KOIL.

Union Pacific Streamline Train, announcements four days per week, began April 17 until forbid. KOIL.

United Drug Co., 15-minute programs daily, May 1 to 5. RCA-Victor transcriptions. Spot Broadcasting Co., New York. KOIL.

Martha Washington Candy Co., 52 announcements, one daily, except Sunday, beginning April 22. KOIL.

Avocado Soap Co., 15-minute transcriptions, 13 times, Tuesdays and Thursdays, 10 a.m., began April 12. Norman Kirschbaum & Co., Omaha. WOW.

Easy Washer Spiralator Corp., product advertised on the Hayden Bros.-Schmoller & Mueller program, 10 minutes, Mondays, Wednesdays and Fridays, and 15 minutes Sundays. Talent, Billy Meyers, Frank Hodek and John Chapel. WOW.

Lord Aspirin Co., announcements daily for one year, began April 16, 15-minute program five times per week, 9:30 a.m., except Saturdays and Sundays, one year, began April 16. WOW.

Mickey Quilt Patches, John C. Michael Co., Chicago, five-minute transcriptions, Wednesdays, 3:30 p.m., 13 times, began April 11. Grieg, Blair & Spight, Inc. WOW.

Goldstein-Chapman Co. and Natelsons, long-term contract, announcements at staggered times. WOW.

Omar Baking Co., 15-minute program featuring Mary Baker, 9 a.m. daily, except Sunday, April 16 through June 26. WOW.

Pennzoil, Kansas City, 32 five-minute transcriptions, began April 19. Ruthrauff & Ryan, Inc. WOW.

Pontiac Motor Co., 30 transcription announcements daily, except Sunday. Campbell-Ewald Co., Inc., Detroit. WOW.

Willard Tablet Co., stomach powders, 13 announcements, one daily, except Sunday. First United Broadcasters, Chicago. WOW.

DES MOINES

Colonial Baking Co., 15 minutes per week, 17 weeks, and Saturday morning kid show, Fairall Advertising agency. KSO.

Chase Investment Co., three announcements per day, one year. Coolidge Advertising Agency. KSO.

Brought & Gage (B. & G. Malter Cocoa), 17 15-minute programs. Saturday morning kid show. Direct. KSO.

Mankato Brew. Co., 52 chain break announcements. Direct. KSO.

Cent. Baking Co., renewal, three announcements per week, 13 weeks. BBD and O. KSO.

Frankel Clothing Co., 15 five-minute programs. Direct. KSO.

Zinsmaster Breads, Inc., renewal, three 15-minute programs per week, 15 weeks. Charlie Flagler. Battenfield & Ball. KSO.

Pitzley Motor Co., renewal, three announcements daily, eight weeks. Direct. KSO.

Shell Petroleum, 56 one minute transcriptions. J. Walter Thompson. KSO.

Standard Oil of Ind., 26 one-minute transcriptions. McCann-Erickson. KSO.

New Utica (Form Fit Dept.), six 15-minute programs, 'Life of Irene Castle.' KSO.

Gen. Gospel Chapel, 13 10-minute programs. Direct. KSO.

Herman M. Brown Co. (Frigidaire), three announcements per day, three weeks. KSO.

Lane Bryant (Utica Dept.), 52 chain break announcements. KSO.

City Club Brew. Co., renewal, one hour per week, eight weeks. KSO.

United Drug Co., five 15-minute transcriptions. Rexall 1c sale. KSO.

Morgan Printing Co., 52 15-minute programs. Direct. KSO.

John Morell & Co. (Red Heart Dog Food), two 10-minute programs per week, 13 weeks, Ed. Barrett's 'News Flashes of Yesterday.' KSO.

Soilax (Economics Laboratories), three 15-minute programs per week, 18 weeks, 'Happy' Brooks Erwin, Wasey Co. KSO.

BOSTON

C. Crawford Holliday, 215 10-minute programs starting May 14. WEEI.

Graham Funeral Service, 52 15-minute programs, starting May 14. Through The Wessel Company, Chicago. WEEI.

Gold Redeeming Corp., 39 announcements in After Dinner Revue. Through David Malkiel Agency, Boston. WEEI.

Hall Baking Company, 20 announcements in Shopping Service, started May 7. Through Batten, Barton, Durstine & Osborne, New York. WEEI.

Tums, 13 announcements on After Dinner Revue, starting May 14. Through Gregg, Blair & Spight, Chicago. WEEI.

Reagan & Kipp, Jewelers, late baseball scores for season, started May 7. Through Broadcast Advertising, Inc., Boston. WEEI.

Ketro-Lek Laboratories, Inc., 52 30-minute programs, started May 6. Through Chambers and Wiswell, WAAB, WEAN, WMAS, WICC, WDRC, WFEA.

Dolly Madison Ice Cream Co., 100 daily weather reports, started April 30. Through Harry M. Frost Co., Boston. WAAB.

Kelsey-Highland Nurseries, 60 announcements on Merry-Go-Round. Through Harry M. Frost Co., Boston, started May 4. WNAC.

Normandie Ballroom, Boston, 39 announcements on Merry-Go-Round, started May 2. WNAC.

Herbert Alexander Nurseries, Middleboro, 30 daily weather reports, started April 27. Through Bittinger Publicity Service, Plymouth. WNAC.

Great Atlantic and Pacific Tea Co., two 15-minute programs, started May 4, through Radio Broadcasting Co., Boston. WNAC and WICC.

CHARLOTTE, N. C.

M. L. Clein & Co., 37 one-minute announcements, daily except Sunday. Placed direct from Atlanta, Ga. WBT.

Crazy Water Crystal Co., Charlotte branch, contract for 18 two and one-half hour programs Saturday night barn dance from 9:30-12 midnight, beginning May 5, 1934. Placed locally. WBT.

Pontiac Motors, Detroit, series of 26 one-minute transcription announcements daily except Sunday, beginning April 27, 1934. Placed through Radio Sales, Chicago. WBT.

Scott Buick Co., Charlotte, N. C., series of 312 75-word announcements, two each day, Monday, Wednesday and Friday, beginning April 30, 1934. Placed locally. WBT.

Glass Mfg. Co., Sand Springs, Oklahoma, series of 26 live announcements on Wednesdays and Fridays, beginning May 16, 1934. Placed through Radio Sales, Chicago. WBT.

PORTLAND, ORE.

W. P. Fuller and Company, announcement service, six weeks. Through station. KGW.

Triangle Milling Company, renewal announcement service, steady. Through Gerber & Crossley Agency. KGW.

Gilmore Oil Company, 10 announcements. Through Botsford, Constantine and Gardner. KGW.

First National Bank, one-time half hour remote broadcast initiating 'home renovizing' campaign. Through Mary Pentland Agency. KGW.

Hayden Island Amusement Company, day and night announcement service, one month. Through Norvell Agency. KGW, KEX.

Wenworth & Irwin, Inc., one month announcement service. Through station. KGW.

Mauro Tire Company, one month's announcement service. Through station. KGW-KEX.

W. P. Fuller & Company, six week announcement service. Through station. KEX.

State Farm Mutual Automobile Insurance Company, announcement service for duration of baseball season. Through station. KEX.

NEWARK, N. J.

Bristol-Myers Co. (Ingram's Milkweek), renewal, 13 weeks, starting May 2, Wednesdays, 15 minutes in the afternoon, recording, 'Through the Looking Glass with Frances Ingram.' WOR.

P. Duff & Sons, 46 additional weeks, ending April 19, 1935, recordings, three noons a week, Mrs. J. S. Reilley's 'Minute Manners.' WOR.

Studebaker Sales Corp., 9 weeks, ending July 2, three 15-minute periods a week, recorded in part, 'The Champions.' WOR.

Alfred W. McCann Laboratories, Inc., renewal, 40 weeks, beginning Sept. 10, Monday to Thursday, 10-11 a.m., 'Pure Food Hour.' WOR.

Cushman's Sons, Inc., (bakeries), renewal continuing until further notice, Mondays to Fridays, 6:45-7 p.m., 'Ray Perkins-Fun Baker.' WOR.

Buick Motor Co., May 7 to May 11, five minute recordings, 'Tuneful Trips.' WOR.

United States School of Music (correspondence course), 26 weeks, beginning Sept. 8, five minute recordings, Saturdays. WOR.

Charles Bloom, Inc., (household furnishings), 13 weeks, beginning August 28, Tuesday and Thursdays, 15 minutes at night. WOR.

New York Good Humor, Inc. (ice cream), 13 weeks, starting May 12, Tuesday, Thursday, Saturday, 10 minutes, Phil Cook. WOR.

SEATTLE

Hamrick's Blue Mouse theatre, series of six announcements, Apr. 30 to May 4,. KOMO.

Nuismatic Co., 15-minute disc, Apr. 27. KOMO.

Dr. West's Toothpaste, three 15-minute discs, 'Adventures of Frank Merriwell,' weekly, Apr. 30 to July 25.—KOMO.

Gilmore Oil Co., 12 announcements split between KOMO and KJR; Apr. 23-28.

Eastern Outfitting Co., series of 13 announcements on KJR; starting Apr. 30.

George A. Miller, half hour daily except Sunday, morning philosophy program, 'Your Personal Advisor,' for six months starting May 1, over KOMO and fed to KMO, Tacoma.

Bristol Myers, 15 minutes each Wednesday eve for 12 weeks over KOL; starts May 2.

Calirox Cookies, daily announcement on 'Carnival Hour' for 13 weeks. KOL.

Empire Motor Co., daily announcement on 'Carnival Hour' and additional announcement each eve for one month. KOL.

Gilmore Oil Co., two disc announcements daily for one week. KOL.

I. Magnin (dept. store), one announcement each Tuesday for 13 weeks. KOL.

PITTSBURGH

Donahoe's Inc., sponsorship of play-by-play broadcasts of all Pirate games played away from home. Placed direct. WWSW.

Independent Wallpaper Co., 12 announcements. Placed by Whitman and Shoop. WWSW.

Spear and Co., six announcements. Placed by Walker and Downing. WWSW.

Oscar Winnenberg, legislative candidate, 12 announcements. Placed direct. WWSW.

Kramer Clothers, baseball broadcasts of Pirate games abroad. Placed direct. KQV.

Rosenbaum's, 24 announcements. Placed direct. WWSW.

Spear and Co., six announcements. Placed by Walker and Downing. WWSW.

Palace Credit Clothing Co., six announcements. Placed direct. WWSW.

Sachs Ladies Store, one announcement daily for two weeks. Placed direct. WWSW.

Michael E. Sweesey, two announcements (political). Placed direct. WWSW.

S. K. Cunningham, one announcement daily for two weeks (political). Placed direct. WWSW.

ST. LOUIS

United Drug Company for Rexall, 'Magic Hour' radio discs, 15 minutes daily for five days. KMOX.

Hydrox Ice Cream, St. Louis, 30-minute musical show Sunday afternoons for 26 weeks. Direct. KMOX.

Iowa Soap Company, 15-minute radio discs, twice weekly for 11 weeks. Foots agency, Kansas City). KMOX.

Skelly Oil Company, Kansas City, five-minute radio discs, five weekly for five weeks. (Russell C. Comer, Kansas City). KMOX.

PHILADELPHIA

Philadelphia Inquirer, five spot announcements per week. (J. Faulkner Arndt). WCAU.

B.-G.-Eynon-Committee, 15-minute talks, 10:45-11 p.m. Placed direct. WCAU.

Buick Motors, 30 announcements, six daily, for one week. (Campbell-Ewald Agency). WCAU.

Rose Laird, five minute discs, three times weekly. Placed direct. WFI.

Florist's Association, Mother's Day programs, with Wanderers Quartet, Olive Marshall, and orchestra, 6:45-7, for one week. Placed direct. WFI.

Fritz and LaRue, spot announcements twice weekly, from May 2 to 28th inclusive. (Charles Blum Agency). WFI.

Philadelphia Inquirer, five spot announcements weekly. (John Faulkner Arndt). WFI.

Rex Motor, spot announcements, indefinite contract. (Maxon Agency, Detroit). WFI.

SEATTLE

Liberty Orchards Co., 10 announcements, between May 1 and 12. KOMO.

Commercial Tire Co., 13 announcements, between April 29 and May 11. KJR.

Dodge, one-minute discs daily except Sunday; started April 30, to run indefinitely. KOMO.

Bristol Myers, series of 13 15-minute discs, to run each Wednesday; started May 2. KOL.

LOS ANGELES

George Belsey Corp., five minute discs, Saturday and Monday. (Dan B. Miner). KHJ.

E. Broox-Randall & Sons, Sunday, 3:30-3:45, instrumental and vocal. (Lockwood-Shackelford). KHJ.

Globe Outfitting Co., Monday, Wednesday, Fridays 3:30-3:45 p.m., 'Everybody's Friend,' philosophical talk and music. (Duke Johannot). KHJ.

Rocket Gasoline Co., Monday and Friday, 7:30-7:45 p.m., Rockateers (Military Band), 12 stations on Columbia-Don Lee coast network, emanating KHJ. (Beaumont & Hohman).

Borden Co., Wednesday 4:45-10 a.m., cooking school, 12 stations, Columbia-Don Lee coast network, emanating KHJ.

Los Angeles Realty Board, Tuesday and Thursday, 3:45-9 p.m., Mason Casey political talks and Salvatore Santaella orchestra. KMTR.

Knox Co., Sunday 4-4:15 p. m., Doc Savage's Adventures, eight stations, Don Lee California network. (Renewal). (Dillon & Kirk).

LINCOLN

Coryell Oil, one one-hour program celebrating the 40th anniversary. KFAB.

Dr. Fowler's Foot Clinic, daily participation in Times and Tunes KFAB, and announcements daily over KFOR.

Numismatic, Two ETs. KFAB.

Associated Serum Producers, 100 daily announcements over KFAB.

Kellogg Sales, three announcements daily, May 1-16. KFAB.

Lewis Lye, 52 daily announcements to run two months. KFAB.

Grand Grocery, daily announcements. KFOR.

Hicks Radio, daily announcements. KFOR.

Woods Bros., five daily announcements. KFOR.

Hardy's, daily announcements for three months. KFOR.

Duteau Chev., announcements for one week. KFOR.

Bob's Coffee Shop, continuation of the weekly ten minute sport talk on Sundays by Harry Johnson. KFOR.

C. W. Fleming Jewelry, 40 day and 15 night spot announcements. KFOR.

Radio Chatter

New York

'Mystery singer' that Kraft-Phenix aired last Thursday (3) is Norman Cordon, former basso in the Merrimen quartet.

Rudy Vallee-Fleischmann round of the clock has been tagged the Variety Playhouse.'

Rankin agency has contracted Ben Rocke to produce all the Tastyeast programs.

Leopold Spitalny will hear, this week, either way on his audition for Ward Baking. Frame included a 25-piece orchestra, two dramatic sketches authored by David Freedman and Georgie Price.

Al Williamson, NBC's press chief in Chicago, did several days of conferring in the home office last week.

NBC program board gave itself a hearing of 'Four Saints in Three Acts.'

Actors' Dinner Club has a 'Radio Rodeo' set for May 23 at the 71st Regiment Armory with George M. Cohan, Helen Hayes, Walter Huston and Edward Johnson among those pledged to appear.

Harrison Grey Fiske auditioned a dramatic affair for NBC last week.

Eddie Miller is doing the current week at the Radio City Music Hall.

Bill Fineschreiber leaving CBS press to take over the booking of Carnegie Hall dates.

Nelson Hesse, the team's manager, stooged for Stoopnagle and Budd on last Tuesday's (1) Camel broadcast.

John J. Karol, CBS market research expert, leaves May 15 for a month's vacation on the Coast.

William H. Haskell, Knickerbocker Press and Evening News radio columnist, provided the entertainment—not himself, although he spoke—at a luncheon of the new Albany Variety Club.

Harold Smith, gen. mgr. of WOKO, Albany, already is skimming through the summery air in his plane.

Edith Murray at the Petit Palais for an unlimited stay.

Bradley Kincaid is now singing on a Monday morning furniture company commercial, in addition to his sustaining broadcasts over WGY and over the NBC and to personal appearances. Also working on the advertising of the commercial.

Charles Nelson has been added to cast of WGY Matinee Players for the mystery sketches authored by Frank Oliver.

Frances Halliday auditioning for CBS drama commercials.

Kraft Phenix took up its six months' option on Paul Whiteman. Extension becomes effective with the July 5 broadcast. Whiteman returns to the Biltmore roof May 31.

John Royal found that he had so arranged his itinerary that the date for his paying a goodwill visit to NBC's affiliate in Louisville, WAVE, coincided with the runoff of the Kentucky Derby.

Don Bigelow has three periods a week out of the Hotel Whitehall with NBC the release.

Dixie Cup show with Frank Novak, slated to start yesterday (Monday), put off until May 14 because of time clearing troubles.

Lee Sims and Ilomay Bailey doing guest appearances on Palmer House's next two Tuesday shows over NBC.

New England

WCAX, Burlington, Vt., has installed a set of velocity microphones.

Standard Oil Co. of New York is sponsoring a 15-minute sports broadcast daily over WDEV, Waterbury, Vt. Jack Deal is announcer for the program.

Vergennes theatre, Vergennes, Vt., is now advertising programs over WCAX, Burlington.

Jimmie, Joe and Eddie, WGY team, are making personal appearances in Vermont theatres.

Legal department of the New England Tel. and Tel. working on the recent case of the cutting of the wire lines between Morey Pearl's

(Continued on page 42)

Picture of a Station in the Red

CBS Tells Atlantic City Commission Where the Money Goes on WPG

Atlantic City, May 7.

Columbia Broadcasting Company operated the city's radio station, WPG, for the seven months ending April 28, at a deficit of $16,382.29, the officials of CBS reported to the City Commission Thursday (3). This brings the total losses reported for the almost four years of operation of the station by CBS to $121,909 against a report of only one profit, $7,665, for a six months' period in 1933.

Under the terms of the lease all losses are cumulative in figuring the share paid to the city. City is to be paid 50% of profits, if any, whenever the profits amount to more than the accumulated deficit.

Station's report of income and expense for the period October 1, 1933, to April 28, 1934, follows:

Income: Broadcasting, $17,178.55; cash discount received, $19.76.

Income for acting as CBS representative in this territory and for originating commercial and sustaining programs, $9,000. Miscellaneous income, $38.69. Total, $26,237.

Director expense (cost of hookups; cost of talent to advertiser; remote expenses; commercial wire charges; time discount; advertising agency commission; program expense): $2,407.73.

Indirect expense: Transmitter expense; salaries, power, supplies, repairs, tubes, etc., $9,298.42.

Control: Electrical research products, salaries, repairs, etc., $5,102.60.

General expense: Salaries, executive traveling and miscellaneous, insurance, stationery, etc., $14,654.17.

Sales: Sales expense and commission, $1,565.52.

Program: Salaries, copyright license, $6,390.

Production: Salaries and production expense, $1,689.14.

Remote: Salaries, supplies, batteries, etc., for remote controls, $1,182.55.

Maintenance: Studio expense, ventilation, $829.18.

Total, $42,619.39. Loss, $16,382.39.

Cash, Not Thanks

Winnipeg, May 7.

Labelling the Canadian Radio Commission as a 'bunch of chiselers,' Winnipeg Musicians' Association, Local 190, refused to consider CRC request to pick up gratis the inaugural concert of the annual Music Festival.

Commish, beset by financial difficulties, had hoped to grab the concert, featuring Winnipeg Symphony orchestra and Winnipeg Male Voice choir. President of Winnipeg Symphony Association communicated with local 190, which said it was okay for the CRC to broadcast the concert so long as the musicians received recompense from the radio body.

CRC wouldn't pay anything for the privilege of broadcasting.

Tinsley Gets WBAL Job

Baltimore, May 7.

Garland Tinsley steps in today (7) as new commercial manager of WBAL. Post has been vacant for fortnight, since Purnell Gould flitted to assume similar job at WFBR.

Tinsley, a local lad, has held same position at WDEL and WILM in Delaware.

ROBERT STUART ON KFRC

San Francisco, May 7.

Robert Stuart, vet legit and picture player, has been added to the staff of Don Lee's KFRC, taking the lead in a new serial 'Green Mansions' and also going into cast of Bank of America's 'Leaders of Tomorrow.'

Stuart just finished several pictures in Hollywood, and previously was in London.

Read Wight Joins World

Chicago, May 7.

Read Wight joins the World Broadcasting company here as salesman, moving over from the Kastor agency, where he was radio contact man.

H. E. Walker steps into the radio job at Kastor.

Senate Okays Madrid Pact

Washington, May 7.

International radio convention negotiated at Madrid conference in 1932 was approved last week by the Senate without record vote or amendment.

Only objections to compact came from amateurs, who charged they were discriminated against but eventually were satisfied that agreement offers them more protection than ever before. Principal importance of treaty relates to international radio-telegraph communications providing standard practices and signals to eliminate confusion.

LOCAL CARD RATES ABOLISHED BY WBT

Charlotte, N. C., May 7.

Seeking to stabilize radio rates WBT has announced that, effective May 15, it will eliminate entirely its local rate card.

This means that all local concerns, heretofore on local rates, will have to pay practically double the present local rate at the expiration of existing contracts.

National rate card, to be effective for all time in the future, is based on class A time at $200 a hour for one-time programs. The local card, being dispensed with, was based on a rate of $106 an hour for the same class time.

N. W. Ayer Placing New Armand Discs on WGN

Chicago, May 7.

New discs for the Armand Cosmetic Company arrive in town on May 21, when they start over WGN, the Chicago Tribune station. These discs are being placed through the N. W. Ayer agency instead of Reincke-Ellis-Younggren & Finn, which formerly had the job.

Running 15-minute programs once weekly for 13 weeks. Shows feature Jane Froman and Don Ross.

WQDM's New Partner

St. Albans, Vt., May 7.

A change in ownership has been made at radio station WQDM. The partnership of Arthur J. St. Antoine and E. J. Regan has been dissolved and a new partnership of E. J. Regan and F. Arthur Bostwick formed.

New firm will continue the operation of the station in its same location. Improvements in equipment and programs are planned.

TEXACO TIES MONTANA

Hollywood, May 7.

Texaco has contracted for a 5-min. daily news broadcast on all stations in Montana, with deal running for six months.

Stations are KGHL, Billings; KGIR, Butte; KFBB, Great Falls; KGEZ, Kalispell; KGBO, Missoula, and KGCX, Wolf Point.

Stations are serviced by the KNX independent news service, which is giving battle to the stations and newspapers in the official news broadcasting pact.

Alka Seltzer which commercials the KNX news periods and the indie service at KSTP, St. Paul, added KFPY, Spokane, this week. Latter station's bulletins clear from KNX.

GOLFER SMITH FOR PALMER H.

Chicago, May 7.

Horton Smith, the golfer, headlines the next Palmer House show on May 15.

Show is now on NBC through the local Lord & Thomas agency.

Odorono Gets Harris

Phil Harris has been handed another 13-week contract by the Northam Warren Corp. covering its Friday night half-hour on NBC. Extension becomes effective June 7.

Plug on the program switches from Cutex to Odorono July 1.

Theme Song

Washington, May 7.

Rudy Schramm, local maestro, was requested by advertising agency to have a number prepared which would be suitable to introduce radio dramatization of baseball yarn of 20 years ago.

Baton-waver pondered while and showed up with 'After the Ball Was Over.'

TIRED OF IT? BANG — IT'S BROKEN!

Charlotte, N. C., May 7.

When complaints multiply against any phonograph record as having been over-played Lee Everett, WBT program director, makes a ritual during the early morning 'Musical Clock' broadcast of breaking the particular disc.

Listeners seem to relish the vandalism perpetrated against discs which have been rendered tin-pany through repetition.

JAN SAVITT, AGE 23, HEADS WCAU MUSIC

Philadelphia, May 7.

Complete reorganization of WCAU musical department took place today (Monday) with Jan Savitt, of the Philadelphia orchestra, coming in as the outlet's new baton-wielder.

Savitt, with the Philly concert orchestra since he was 15, takes the reins at WCAU at the age of 23. With him comes Harold Anderson as staff arranger and librarian.

Action by the station replaces Paul Mason's house unit, which had resigned the week before, and culminates the difficulties which arose when the local musicians' union clamped down upon Philadelphia ether outlets for paying below scale.

It is expected that a wholesale cleaning of talent is due this week, since WCAU is planning a musical campaign to reach the top in competition with chain outlets over the country, and in anticipation of KYW's removal to Philly. Perking up of the entertainment facilities with this CBS key station should throw many chain shows its way, and be instrumental in having a number of network sustainings of the more important nature emanate from the station.

Savitt, as the new orchestra head, automatically takes over all commercials vacated by Mason's resignation.

Irene Sorenson Out

San Francisco, May 7.

Irene Sorenson, who came into KTAB two months ago as program director after a walkout of the previous director and staff, is out of the station.

W. T. Dumm, owner and KTAB manager, has replaced Mrs. Sorenson with Grant Maxwell, brother of Ted Maxwell, NBC producer, writer and actor and one-time program chief.

McDermott to Chi NBC

Chicago, May 7.

George B. McDermott has moved over to the NBC peddling department on national and local sales.

McDermott comes in from the local office of World Broadcasting.

Spencer Revives Deacon

San Francisco, May 7.

NBC has taken on Kenneth Spencer, Negro tenor previously with the Southern Harmony Four on the chain, and is giving him several solo spots weekly.

He'll revive the Truthful Deacon Brown' series.

Clark Orch. for Fair

Chicago, May 7.

Palmer Clark orchestra set for the Swift packing firm opener show at the Fair. Is set for the first five weeks, after which Chicago Symphony Orchestra replaces as the big show.

Those Kapp freres, Paul and Dave, handling the Clark job.

Need Better Sales Copy—Gallup

Showmanship in Preparation of Advertising Blurbs Air's Great Demand

Radio's next step in the field research, avers George Gallup, be to find ways and means of im- research, avers George Gallup, will who directs the Young and Rubicam agency's research department, believes that a major part of the merchandise retailing on has been ineffective for the very reason that advertising has done little in studying and putting to use the new set of psychological factors presented by broadcasting.

Sponsor, says Gallup, has pretty well mastered what had been his first problem in the medium and that was the fashioning of entertainment that would assure their tuning in week after week. Job now confronting the fellow that pays the program bill is to determine how he can get his advertising message to the listener in a way that both overcomes mood resistance and sets up a mental association favorable to the particular product.

For years advertising in radio had contented itself with producing the required sales effect by the device of windy plugs and repetition of selling points. To get away from the dullness and resentment that this method produced commercials the past year or so have resorted to feeding it to them in dramatized or dialoged capsules. But all these efforts or experiments haven't even begun to attack the problem because the writers responsible still think in terms of print copy and have given minor thoought to the distinct psychological problems involving the auditory sense.

KFYR Full Time

ismarck, N. D., May 7.

KFYR, Bismarck, N. D., goes full time this Sunday (13). Federal Radio Commission last week okayed the station's petition for the use of the wavelength of 550 kilocyles all to itself in that area.

Previously KFYR ceded the channel to KFDY, Brooking, N. D., from 12:30 to 2 p.m. each day. With KFYR in the full time category KFDY shifts to the wavelength of 780 kilocycles. Bismarck outlet will continue to operate at 2,500 watts in the daytime and 1,000 watts at night. New dispensation will have it on the air continuously from 7 a.m. to midnight.

'Moon Dial' Wax Program At 10:30 P.M. on WJSV Solidly Commercial

Washington, May 7.

WJSV, local Columbia outlet, will make first local attempt at staging full hour of spot announcements with phonograph record fill-ins at night beginning May 14. Programs are mainstays of all stations in morning and afternoon, but all have steered away from clogging up after-dark hours with stuff.

Move was actuated by waiting list which has grown up for 'Sun Dial,' breakfast hour run by Arthur Godfrey. Circular letter sent to all advertisers argues that in summer nearly 20,000 auto radios are in operation in parks and highways and spot stuff at night is way to reach 'em.

Program will be labeled 'Moon Dial.' Scheduled for 10:30 to 11:30 p.m. Mondays, Wednesdays and Fridays.

Ed Harvey to WISN

Pittsburgh, May 7.

Ed Harvey, program director at WCAE, Hearst station, for last two years and originator of station's weekly dramatic serial, 'Our Family,' has been transferred to WISN, Hearst station in Milwaukee, where he takes over a similar position. With him will go Mrs. Harvey, known on the air as Sondra Kostner and a member of WCAE's dramatic staff. No successor has yet been named.

Harvey first came to Pittsburgh four years ago from NBC headquarters in Chicago and served as program director at KDKA until he transferred to WCAE in 1922. He's second program director to leave Pittsburgh within last fortnight, Claude Morris having resigned recently at KDKA to go east for dramatic work.

WILSON BOQUETS CROSLEY

Cincinnati, May 7.

L. B. Wilson, prez of WCKY, 5,000 watter and second strongest Cincy station, compilmented jump of WLW to world's most powerful sound tosser by broadcasting the NBC portion of the dedicatory program for the 500,000-watt blaster.

Wilson also extended congrats to Powel Crosley, Jr., for founding and developing WLW through the columns of a local radio program sheet, as did WFBE and WKRC.

EASY ACES FILM SET

Current evening run of the Easy Aces on CBS for Jad Salts is only for 10 weeks, taking the act off the air July 7.

Aces have a picture to work in for Paramount on the Coast, and it is the turn's intention to stay out of radio until October, whether the new contract is with the present commercial or another.

Artists Bureau of WKRC, Cincinnati thread in the CBS web, will toss a moonlight boatride on the Island Queen, pride of the Ohio River, May 10. Smilin' Ed McConnell, Harvey Brownfield, Irene Righter, Ray Sullivan and the Yodeling Twins will take part in the show.

EQUITY'S MRS. HOLT ON RADIO CODE COMMITTEE

Mrs. Emily Holt, of Equity's legal staff, has been appointed to the Radio Code Committee. She will represent the artists in all matters pertaining to them, not being required to attend Code sessions otherwise.

Committee convenes in Washington, where Mrs. Holt atetnded for two days last week. Routine and preliminary matters were discussed, no important topics coming up for disposal.

WGN-NBC Remotes for Swift Co. Expo Bands

Chicago, May 7.

Radio wire on the Swift show at the World's Fair will be handled by NBC and WGN, the Chicago Tribune station. CBS made a bid but was outbid by NBC, which reputedly offered Swift everything plus the moon wrapped up in a fancy box.

Swift show will go sustaining, of course, and will offer the Palmer Clark orchestra for the first five weeks with the Chicago Symphony orchestra starting on July 1.

Philly Dailies Soften

Philadelphia, May 7.

That the Philly newspapers and local radio may soon go doveydovey received another boost this week when the Philadelphia Inquirer, morning daily of the Curtis-Martin house and recently combined with the Morning Ledger, bought daily spot announcements on WCAU and WFI.

First move in this connection was the institution of short-wave pages, some weekly and others daily, in the local press a month ago. Idea has been getting plenty of attention through circulation and reader response, and sheets are said to be contemplating regular broadcast columns. This is complete reversal of newspaper attitude, which has had the press dead against the air since six years ago.

Harold LaFount of the FRC, while in Cincy for the start of the 500,000-watt WLW, crossed the Ohio River to visit L. B. Wilson and inspect the WCKY studio.

Radio Chatter

(Continued from page 40)

Tent and the WEBI studios dug up a law which means two years in prison, a $500 fine, either or both, and can be doubled if the deed was committed after sundown.

WBNX, Springfield, Vt., has permission to step-up its power from 250 to 500 watts.

Ida Hopkins has been signed by WDEV, Waterbury, Vt., for a series of old-time hymns.

Tristram Coffin, radio actor, has joined the announcing staff at Yankee network.

Mrs. D. W. Norris, wife of Doc Norris, commercial manager of WBZ, won a prize at a recent dressmaking style show.

John Shepard, 3rd, of Yankee web in Washington attending meeting of code authority.

Riverview Ballroom returned to the air for the season Saturday night over the Yankee web. Hughie Connor and his band is the main attraction again this year. Friday nights has been reserved for 'name' bands. Freddie Martin played opening night. Ozzie Nelson is booked in for the 18th.

Lowell Thomas doubled Friday at Connecticut sales organization dinner of his sponsor, Sun Oil Company, at Seven Gables Inn, Milford, Conn., and at opening of Bridgeport prosperity exposition.

'Three Batchlors,' Alma Dettinger's scripter, new at WICC, Bridgeport.

Mitchell Dairy Co. (Borden subsidiary) commercial, 'Memory Songs,' starring Joe Lopez, put on this week from WICC crystal booth at Bridgeport prosperity expo.

Caryll Kelly, New Haven blues singer, plotting half-hour WICC show with Carl Loman's orchestra.

Anne Eagleston, late WICC vocal addition, guesting with Westport Players, repertory drama troupe.

Jane Dillon, ex-WICC impersonator, due to return to old stand at WTIC, Hartford, with that watter going full-time.

Pacific Northwest

Newest member of KGW-KEX staff is Van Alstyine Fleming, only don't use the entire moniker in his presence. Van Fleming is the name he goes by. Van comes to Portland from Los Angeles, where he wrote and produced commercial radio accounts and worked in the scenario department of the Fox Film studios. He is best known, however, for the 'Van and Don' program he and Don McNeill wrote and produced over the NBC network from San Francisco, Chicago and New York for Quaker Oats. His job at KGW-KEX will be in the writing and production department.

Station KYJJ will operate on a frequency of 1040 kilocycles, a wave length of 288.3 meters. The change from 160 kilocycles was directed by the Federal radio commission in an order last week, which explained the reassignment was to permit stations WTIC and WBAL in the east full time operation.

As a result of general program changes occasioned by the adoption of daylight savings time in the east, 'Piano Surprises' go on a new time schedule over KGW.

There will be four 15-minute broadcasts weekly, on Monday, Tuesday, Wednesday and Thursday at 5:15 o'clock. The programs will be conducted by Warren Erwin, Portland's 'Music Crusader.'

KOIN will feed Portland Symphony Orchestra under Joseph Sampietro to entire Columbia system on Sunday, May 6, at 11 a.m., P.S.T.

Lefty Carson, singing cowboy from the Eastern Oregon rangelands, has been selected to give a musical dress to the Beneficial Loan Society daily programs over KOIN, Portland.

KEX, Portland, broadcasting Portland games in the Pacific Coast baseball league, both at home and afield. When out of town, games are recreated by Western Union wire reports. When played in Portland last three innings are broadcast from the field—the first time permission has ever been granted for broadcasting home games.

'As Old Scotch Sees It,' a daily five-minute column on KOIN, is causing talk in the northwest.

Vic Meyers' Club Victor orchestra hitting the Coast two nights a week via NBC. KOMO and KJR, Seattle, alternating on the releasing. Hal Wolf announcing.

Iowa

Gwen McCleary added to personnel at KSO; is first femme announcer there. Also will work femme angle in sales department.

KSO has divided its Sat. morning kid show at the Des Moines theatre between Martha Washington candies, Colonial Baking Co. and B. & G. Malted Cocoa.

Earl May's farm talks over his station KMA at Shenandoah, Iowa, being broadcast via WOC-WHO.

Mr. and Mrs. B. J. Palmer, head of WOC-WHO, sailing from New York this week for an extended trip through Europe. Expect to be in Oberammergau for broadcast of Passion Play over NBC.

Father Charles A. Coughlan addressed national convention, Farmers Holiday association on the silver question from WOC-WHO through NBC and Columbia systems, May 3. Ernie Sanders and 'Dutch' Reagan divided announcing. Father Coughlan also made extemporaneous 15-minute talk over WOC-WHO the same evening.

Charlie Flagler's tour of Finkelstein and Rubin Iowa houses with his KSO show, including Denver Darling, 3 J's and Ruth Flagler, has now played 20 some houses.

Orville Foster's 'Movie Parade,' for Tri-State houses, over KSO every morning, doing a good build-up for future pictures.

Lanny Ross's 'Melody in Spring,' had to be held over at the Paramount for a full week.

Pennsylvania

Darrell V. Martin, radioed Pittsburgh 'Post-Gasette,' to Cincinnati to cover dedication of WLW's new transmitter.

Billy Leroy and his Town Tattlers, WSW, Pittsburgh, to dance resort in Ludington, Mich., for summer with WKBZ as an ether outlet.

Staff of WCAE, Pittsburgh, tossed farewell party for Sylvia Stein, former member of station's So-and-So trio, upon her departure for New York.

Those Three Girls, harmony trio, ticketed by KDKA, Pittsburgh, for regular afternoon spot.

Rudy Vallee sent an unsolicited check to Pittsburgh Kiwanis Club for its annual charity ball.

Following all Pirate games played at home, Walt Sickles, sports-reeler for WWSW, Pittsburgh, hurries from Forbes Field to the studio to give half-hour resume of encounter.

Roy Morton's orchestra, daily feature over WWSW, Pittsburgh, goes to Van Beuren Point, resort spot, for the summer.

Walt Framer, KQV, Pittsburgh, Show Shopper, expected to switch program to another station shortly.

Variety Club, of which he was member, tossed farewell party Saturday night for Ed Harvey, program director at WCAE, Pittsburgh, last two years.

Larry Funk's band and Mal Hallet's units scheduled for dates next week at the Wagner dancery.

WCAU will do the CBS pick-pp for the Franklin Field Intercollegiates this month and the National Golf Open at Merion.

John Hayes, WIP word slinger, out with laryngitis.

WFIL airing a spot announcement which features the title 'Your Stomach and You!'

Frank Capano's new tune got a plug through WPEN.

Leo Deigel, new golf pro at Philmont, auditioned last week for a sporting goods account, via WCAU.

Georgie Price got a transcription offer from a Philly liquor group, but the cash figure was too small.

Mannie Sacks, WCAU public relations head, out of the office these days as a member of the Philmont competitive golf team. WIP planning Spring fairways set-to with WCAU, and out to even last year's score.

Albert M. Greenfield, Philly real estate tycoon, rumored angling for operating control of KYW, but refused by NBC. Greenfield controls red web's local outlet, WLIT, through the Bankers' Trust Company.

Second of Pittsburgh's radio romances at WCAE will culminate in a June wedding when Gene Llewelyn, staff pianist and member of station's So-and-So trio, becomes the bride of Howard Price, WCAE tenor. More than a year ago, Charlotte Shallenberger, soprano for the Hearst station, became Mrs. Frank Mulloy, wife of WCAE's p.a.

Minnesota

reig, Blair & Spight, Inc., who have been representing KSTP on the west coast, are now taking over the Chicago area representation for the same station, in addition to the Pacific Coast stint, according to Stanley Hubbard, v.p. and gen. mgr. of KSTP.

Three women announcers are now doing their stuff over KSTP's air waves. The trio: Wilva Davis, formerly with Walker Whiteside for four years on Broadway; Ann Ginn (who nicknames her son 'Rickey'), and Edith Shedlov. This trio is an addition to the station's six men announcers.

P. B. Juster, who talks on styles for men over KSTP five minutes Wednesday nights and 15 minutes Sunday nights, gets dozens of requests after every broadcast from men throughout the middlewest. Interest indicates that biz is picking up with men suddenly getting style-conscious and laying out the mazuma for glad rags.

Neil Searles, formerly announcer on WDGY (Minneapolis) and WISN (Milwaukee), is now pronouncing his P's and Q's over KSTP, St. Paul.

Georgia

Jimmy Davenport, WSB announcer, is a papa again. Another boy.

Lambdin Kay, general manager, and John Outler, advertising manager of WSB, Atlanta, are attending meeting of Edward Petry organization in Chicago.

Carnation Quartet to sing number, 'In a Little Valley in the Georgia Hills,' composed by Ernest Rogers, publicity director of WSB, on Contented Hour May 21.

Singing Red Heads, from KMOX, St. Louis, and other stations, have lined up with WSB, Atlanta.

Three of Hearts, WSB girl harmony singers, have joined Bert Lown's orchestra and are appearing with him in Kansas City.

Paul Crutchfield and His Boys, formerly of XER, Mexico, now with WSB, Atlanta.

Dave Brinkmoeller succeeds Green Adair as manager of WGST, Atlanta.

Nebraska

William Ruess of Woodmen of the World to Chi on both radio and insurance biz.

New singer at KOIL Dalton Norman from Outstate.

Ozark Ridge Ramblers replacing Lonie and Clyde at KFAB.

Arbor Day speech of Secretary Henry Wallace picked up from Nebraska City and relayed to an NBC chain by KOIL.

Max Baer interviewed by Ralph Wagner of the Bee-News sport staff via WOW on his exhibition here.

Harriett Cruise sending records of her latest numbers to hubby, Larry Kemmer, at KFAB.

John Chapel off duty at WOW while vocal chords hampered by a spring cold.

Three Bad Boys, Hope Welburn, Evelyn Clough and Midnight Frolic performers entertaining the Jr. C. of C. with Johnny Gillin as m. c.

John Henry, KOIL-KFAB boss, absent from his desk on political biz many hours.

Maryland

WBAL, Baltimore, gets full ether time rating today (8).

Maj. Gen. Paul Malone spieled a guest-speak stint over WCBM.

Male members of the Simms Trio, harmony pipers over WCAO, Baltimore, doubles as usher at Warners' Met.

Shirley Deulow, child warbler, promoted by WFBR from Kiddie Club to spot on station's 'Mississippi Minstrels' program.

Frederic Tedesco's ensemble, a septet of accordionists, gets new sustaining quarter-hour once weekly over WCBM.

Gerald Cooke, chief engineer, WBAL, and the missus, Jane Kirby, ether warbler, back from Atlantic City vacash.

John Wilbourn hopped to the Big Burg to ogle Radio City.

Al Wohlman's ork, current at the roadhouse, Summit, given daily spot over WCAO.

Illinois

Dick (not Vic) Marvin of J. Walter Thompson and Phil Klein of CBS continuity have written a three-act comedy which is thus far untitled and unangled.

Sid Strotz voted the actually busiest exec in the Chi radio biz.

Henry Sellinger on the recoup from a touch of a cold.

Hal Totten plenty carefree on his sustaining baseball broadcasts with no sponsor plugs to worry about.

J. Walter Thompson quarters getting ready for the big boom by spreading and redecorating.

Richard Cole photo offers over WGN drew 2,000 requests on three announcements.

Jim Cook got socked by a taxi and now nursing some bruises at home.

Al Williamson finally got away for a glim of Radio City.

Ed Voynow has degenerated into a strawberry soda addict.

Judy Talbot passed up the road tour with Ace Brigode orchestra.

John Blair readying to move the Grieg-Blair & Spight offices to larger quarters.

WJJD has expanded to encompass practically the entire 22d floor of 201 N. Wells street building.

Biggie Levin off to the coast for a six-week rest cure.

Air Line News

By Nellie Revell

CBS announcers no longer allowed to give themselves credit lines on programs in which they have only minor role. Henceforth can take plug only when they read commercials or act as master of ceremonies or do long description spiel. Business of taking credit after introduction or merely identifying a program is out.

Declines to Give Up Own Name

According to word from Schenectady, Billy Rose, composer and husband of Fannie Brice, has asked Billy Rose, tenor and announcer of WGY to select another name for professional use. However, the WGY Billy Rose has been singing under that name since 1923 and since he was christened William Rose will keep on doing so.

Short Shots

Pappy, Zeke & Ezra off the air latter part of last week, probably still owing to illness of Pappy who probably htd a haircut and caught cold....Ben Larson, production man at NBC shifted to the Joseph Katz Agency....Josef Pasternack replaces Billy Artzt on the Ward's Family Theatre show starting May 13....Jack Smart and Minerva Pious are the mountain and molehill of the Fred Allen show....David Freedman will write Block and Sully's material for their WOR broadcasts....Davis and Gennert, piano duo go sustaining for CBS twice weekly....Ma Perkins, Chicago NBC, to New York for visit at Radio City studios....Tom Noonan leaves WMCA May 20 but will return in the fall....Leon Belasco returns from his vacation on May 15 and will join his band at the St. Moritz....John Babb froze all winter in an open car so he could have it for the summer only to have it stolen....Paul Whiteman will play Peter deRose's new melodic symphony 'The Deep Purple' Thursday eve....Lennen & Mitchell have the auditions and rehearsals of Hollywood talent for the 'Hall of Fame' show put on for them at 3 a. m.; wire charges are lighter after midnight....Al Gaber, head of NBC orchestra department, is in the hospital....John Brewster has been on the air two years....During the period he has played for various programs but all were sponsored by firms selling a cathart....Following his May 14th show Edwin C. Hill goes to the Maine Woods to fish....If line charges are not to high Hill will broadcast from Boston May 21 and 28....Herman Schad is with Hill.

Scrambled Notes

'Singin' Sam married in Richmond, Ind., to Helene (Smiles) Davis....Helene was former wife of Ned Wayburn, divorced twenty years ago....CBS has dropped film stars from 'California Melodies' on Sunday eves and will use radio talent instead; move necessitated by Borden's use of picture names later the same eve on CBS network....Harry Conn is doing a script for Mae West which if okayed by West will be used on 'Hall of Fame' show July 1 at CBS....Mauro Cottone, organist at WMCA, is also organist at the Central Synagogue for the past five years....Sid Weiss is new p.a. for the Hotel Roosevelt....Maury Neuman on new commercial; now singing from WLW for Camay Soap; comes to WEAF on August 6....Helen Menken-Tom Powers and Herbert Rawlinson auditioned for Sales Board at NBC; did episode of Napoleon and Josephine tiff....George Levy of Rockwell-O'Keefe Agency to Coast last Thursday....Reggie Childs orchestra opens the summer gardens at the Roosevelt Hotel on May 21....Ben Pollack band currently over three set-ups—NBC, WMCA, WNEW—coming from Casino de Paree....Warren Munson graduate announcer at WGY shifted to WDRC in Hartford....Veronica Wiggins, WOR contralto, off the air on advice of physician, replaced on 'Moonbeams' by Louise Smith....Allan Joslyn back from Florida plenty tanned....Brad Barker doing sound effects at NBC....Irene Hubbard off Palmolive show....General Foods used her on Maxwell Showboat where she plays 'Maria'; they objected, claiming her voice is associated with the Maxwell show....Benton & Bowles handle both accounts so to keep harmony she is off Palmolive——Lee Leonard, contralto, goes sustaining at NBC.

Stand By

'Blind Whistler' at NBC is Fred Lowry. He will work with Vincent Lopez at St. Regis....New offices on the second floor at NBC are used by visiting executives of affiliated stations. The inner suite is used by sales dept....Jerry Cooper, WOR baritone, will be on with Will Rogers when the lariat-whirler returns....Gladys Hurlburt leaves for Europe on the Lafayette on the 12th....Burns & Allen go to Europe on June 14. Will do personal appearances in England....Mike Porter, Aircaster of Eve Journal, put his 35-foot cruiser in water over week-end....Pete Canova and Dwight Butcher have been added to WOR; doing a sustaining called 'Mountain Moments'....Peg La Centra on 'Romance of Meat' show for four weeks....James Thurber on Tuesday and Little Jack Little on Friday move into the Oldsmobile spot when and if it leaves CBS....3X Sisters will guest star on Babo show in two weeks....Jules F. Seebach, CBS program director to Chicago this weekend....Gladys Swarthout off Palmolive show tonight only. Helen Jepson replaces....Floyd Gibbons' contract with Johns-Manville has clause releasing him in case of war....Bar X show signed for nine additional weeks.

Just Talk

Ruppert Beer account moved to Kelly, Nason & Roosevelt. Account originally started with Lesan Agency....Harry Winston follows the account to new agency....Pete Dixon trying to arrange vaudeville booking for 'Bobby Benson' show....Flash in act will be 'Windy' (John Battle) doing sharpshooter routine with rifles....Phil Harris will play Brooklyn, Chicago, Detroit and New York vaudeville early in June. While away will be wired back for broadcast for Odorono....Chesterfield and Ford programs eat most rehearsal time at CBS....Bob Wilder, assistant to Lou Reid at WOR, left hurriedly for Daytona Beach, Fla., last Sat. Dad seriously ill....The Street Singer (Arthur Tracy) goes to the Coast Friday to play Fanchon & Marco for four weeks....Rockwell-O'Keefe auditioned Herman Timberg to Pittsburgh sponsor—show wired from N. Y.....Gertrude Berg is trying to arrange script so that each member of cast of 'The Goldbergs' will get a week off this summer....Goodrich Tire, which is sponsoring the Max Baer show, is trying to figure out a contest with free fight ducats as come-on....Marion Parsonette is in WOR production....Courtenay Savage, CBS production, is being swamped with dramatic scripts....Gets twenty a day and desk looks like the usual scene in B'way producer's office; if the deluge persists expects to need a playreader; attributes the sudden onset to the popularity of the Stribling broadcasts....Irene Taylor opens at the Blue Ribbon Cafe in Chicago on June 1 for entire summer....Bob Grant and Band to Mounds Club in St. Louis on June 1....Ajax Motors auditioned NBC program titled 'Land Where Good Songs Go', old time pop tunes, with The Revelers and Robert Simmons....announcer does MC....audition piped to Detroit....Conoco ballyhooing Jack Denny with placards at 18,000 Conoco gas stations....Paul Sabin auditioned for new baker product show at CBS....Tasteyeast account moved from Stack-Gobel to Wm. Rankin Agency....Jack Landy and Maria Bergeron (Miss America 1933) intend to wed in August....Bill Feinschreiber CBS p.a., left Saturday for job as promotion manager at Carnegie Hall. Before starting new job will vacation at St. Augustine, Fla., for nine days; staff dividing his duties....The Three Scamps open at the Palace on May 25....Edith Murray under contract to CBS finally joins the Jones & Hare show coming from WOR....CBS previously had refused to release her to opposition station. Finally okayed her on week to week contract—first show May 14.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS:
MARY PICKFORD PRESENTATION.
CAMPBELL-EWALD AGCY., DETROIT

Selling the Directors
Detroit.

Campbell-Ewald Agency in presenting the proposed Mary Pickford program to Pontiac prepared a display similar to those used in theatre lobbies. Series of beaver board panels pasted solid with newspaper clippings about Mary Pickford brought out the inherent publicity possibilities of the star.

Hinged wall-books containing photographs and highlighting advantages of the program to the product were prepared. Whole thing worked into a Barnumesque presentation with lots of elegant photography, and lithography for the benefit of the executives and directors of the General Motors subsidiary.

Irfax Problems
New York.

LaFrance soap flakes continues to have a program of considerable innate dramatic tug in the ether version of timeless Beatrice Fairfax. However, Saturday (28) the case of the husband with social pretensions seemed a bit incredible.

No doubt there are husbands who want to put on the dog while wifey pulls the other way for simplicity and naturalness, but traditionally it's the feminine side of the house that's supposed to yearn for the swank while the old gent likes to flaunt suspenders and shoeless feet. Still, since the program obviously thrives by creating partisanship maybe the story was deliberately written that way.

Towels and Sox
New York.

Silver Dust programs now goes beyond dish-towels for milady. Kitchen queens can still trade two box tops for a towel as heretofore, but now the sponsor has a super-offer. New premium is a pair of silk stockings, guaranteed to be in the latest fashionable shade and of $1 quality. To obtain same the housewife needs only wash enough pots, pans, dishes, floors, bathtubs, clothes and floors to use 10 boxes of Silver Dust. Tops of these cartons can be ransomed for the hosiery.

Paul Keast and Thelma Goodwin and an orchestra (CBS) contrive an enjoyable quarter-hour. Not a program to excite comment, but likely to hold the ears that pick it up.

Bank Wants Mortgages
Portland, Ore.

First National Bank, a consistent user of radio advertising, is sponsoring a 'renovizing' campaign to speed up building activity and to beautify homes.

A half hour broadcast over KEX from veranda of model house rebuilt on prominent downtown corner featured the introduction of star of the San Carlo Grand Opera company then playing in Portland.

Byrd-World's Fair Tie-Up
Chicago.

More button-pushing set for the opening of the World's Fair here on May 26. Latest remote control celebrant slated is Admiral Richard Byrd who will join in the general cheer on opening day by transmitting an electrical impulse from Little America in Antarctica to the loop. The impulse will shoot off some fireworks.

All this being readied by General Foods for the regular Saturday two-way broadcast. Regular New York assistants on the Byrd expedition broadcasts will come into Chicago for the event. Also in on the deal is the ship 'City of New York' which is on exhibit at the Fair.

Free Ducats For Kids
St. Paul.

Tilden Produce Co., local creamery, couples its radio and picture entertainment for listeners to its daily air program over KSTP.

Kids are urged to send in labels from Tilden's butter, each label to be accompanied by a joke. Ten best daily get two tickets to any show in the Twin Cities (St. Paul-Minneapolis). Stunt is one of the highlights of the daily KSTP Children's Hour program.

Interesting angle to showmen is that kids seldom pick ducats for the deluxers, preferring any house which happens to be showing a good comedy or a slam-bang western.

Book Giveaway, 7c Each
Chicago.

Dr. West toothpaste, 'Frank Merriwell,' platters will shortly start a new give-away test in Denver. Will offer kids a copy of one of the Frank Merriwell adventure books for two carton wrappers. Cost to advertiser on books is figured about seven cents apiece due to quantity.

Dr. West is now giving away live turtles to the youngsters and the campaign is reported okay but the toothpaste company is looking ahead to the day when turtle tide turns. Through the local J. Walter Thompson agency.

Grocery Store Idea
Kansas City.

A new program idea is being offered by the A-G (Associated Grocers) Musical Grocers over KMBC.

Daily morning spot presents a grocery store with Al and George, the proprietors; Olaf the butcher, Elmer the stock boy, Flash the delivery boy, and customers. The script is interrupted by songs, with lyrics adapted to the various products being advertised. Paul Henning and Gomer Cool are the authors.

ir For Chrysler
New York.

Chrysler Male Choir, consisting of workmen employed in the Plymouth, Dodge, DeSoto and Chrysler plants, will broadcast an hour's program over CBS tonight (Tuesday) starting at 9:30. Event will originate from Orchestra Hall, Detroit, with Thomas Lewis, 52-year-old ex-coal miner from Wales and amateur musician, the conductor.

Choir holds 185 voices, with the ages of the members ranging from 19 to 64 years.

Improved Weather Reports
Boston.

E. B. Rideout, WEEI-meteorologist is now utilizing a different method of fact finding on which to base his forecast by taking via short wave the 9:05 a.m. and p.m. complete reports from station NAA, the U. S. Naval Observatory at Arlington, Va. Thus, with a member of the WEEI operating staff taking the code reports which are much more complete than the telegraphed information heretofore utilized, Rideout, without journeying twice daily to the local weather bureau, will have at an earlier hour strictly up-to-the minute data. The Arlington reports encompass such distant points as the Canal Zone and the Alaskan peninsular.

New technique in gathering information will not only furnish substantially more data for Rideout to work with but will speed up his specialized service to mercantile and other business which in increasing numbers, are finding it profitable to take his 'long range' (advance) forecasting dope sheets and last minute information on current conditions.

Launching Carstens
Tacoma.

Showmanship in a big way was used by the Carstens Packing Company in building up its program which started over the NBC regional hookup, Seattle, Spokane and Portland, Monday eve. With a sales force of over 100 in Oregon and Washington, hookup was made to include Tacoma, parent office and entire sales organization in Spokane, Portland, Seattle listened to an hour's audition and sales dynamite the Saturday before the program broke. Billboards, snipe posters on 143 trucks, 10,000 window strips, 50,000 stickers, 5,000 postal cards direct to meat dealers, told the story of the opening broadcast. This advance buildup was carried out in 6 days before the opening.

Postal wires were used with KOMO mechnicians carrying out all details of the remotes. It was estimated that over 1,200 people of the organization participated in this buildup for the program which will run for 26 weeks at half-hour periods. Ads were carried in every large newspaper in Oregon and Washington with the Oregonian in Portland breaking the Sunday before with 2 col cut in Sunday section.

ie-Up
New York.

Literary Guild helped celebrate the debut of T. S. Stribling's dramatic series, 'Conflict,' on CBS by putting out a special edition of the Guild's magazine, Wings, for distribution among listeners.

Issue contains a greeting from William S. Paley, an article on writing for radio by the novelist himself, and contributions by Carl Van Doren, Thomas L. Stix and Courtney Savage, CBS's chief dramatic director. Stix did the agenting for the Stribling script.

Day at WINS
New York.

As its contribution to National Youth Week WINS last Monday morning (30) not only devoted a quarter hour program to the event but assigned for the day honorary titles covering each job on the executive and operating staff to a group of youngsters, selected through the co-operation of the Greater New York Forum for Character Building. Boys and girls, each under 18, were given an insight on the running of the business end of a station as well as the preparation of a program.

It was the first time that a stunt of the bosses for a day type had been pulled by an outlet in the New York area.

Window Shows
Portland.

Nate Cohn, manager of one of Portland's large furniture stores, thought up the idea a long time ago of featuring a children's broadcast from the store's windows. So successful has this weekly Saturday morning remote broadcast been, that in answer to numerous requests, this 'Star Window Theatre of the Air' has now begun a road tour of nearby towns.

First show sold out all seats two weeks in advance. Plan of program is to give Portland youngsters a chance to sing, play or recite, but they must have the stuff. Nate Cohn sees to that, for no one goes on the air without first being auditioned and approved.

Inside Stuff—Radio

With the formal getaway of WLW, Cincinnati, as the world's most powerful radio transmitter duly celebrated, Powel Crosley, and his broadcasting execs are huddling on increased commercial rates other changes and improvements in keeping with the station's New rates will become effective July 1, probably around $1,300.

While an affiliate of NBC, the 500,000 blaster will undoubtedly cauled upon to pipe independent programs with big league talent from New York and possibly Chicago, which will necessitate the setting up of private studios at those points. The addition of name talent to the Crosley staff is another matter of consideration. The expense of such acquisitions is difficult because of Cincy's location in a limited theatre field, which does not permit enough stage work for outstanding artists to bolster incomes over salaries for broadcasting.

Dedication of WLW as a 500,000-watter was held Wednesday (2) with a six-hour program that was started at 9 p. m. by President Roosevelt pressing a key in the White House which released the heavy power on the Crosley transmitter plant at Mason, O., 22 miles north of Cincinnati.

W. R. Hearst has issued orders to his papers to spread heavy on personality and stunt pictures involving radio programs. New York Journal is now carrying two pictures in its radio section daily and it is probable that the morning American will follow suit and boost the number of halftones from its present daily representation of one. Other New York sheets carrying a daily radio picture now are the World-Telegram and the Evening Post.

Sun, the Herald Tribune and the Times continue to reserve their photo layouts for radio to a single day of the week. With the Sun it's Saturday, and with the other two, Sunday. Both tabs, the Mirror and the News, are still maintaining a policy of thumbs down for mike personalities when it comes to puff pictures.

Contract for building new Philly Westinghouse outlet, KYW, awarded to Frank J. Larken Construction Company of Philadelphia.

Plans call for a transmitting station unlike any other ever built. Instead of the usual lattice work tower antenna which immediately identifies such a station, KYW will use tubular columns that taper from a 20-inch base to a 2-inch point. These bear a striking resemblance to a high flagpole, and eliminates the network of wires usually suspended from the top of one tower to the other. The columns themselves are the antenna for the station.

Top network execs in New York expressed themselves as distressed and contrite a week or so ago when an influential Manhattan attorney complained about the alleged unethical business practices of a network sales executive. Attorney complained on behalf of a woman film star.

Network sales exec, anxious to sell a different program, rapped the film star's voice and also told the automotive firm in question that the network could deliver the film star for $2,500, whereas the talking price for the contemplated radio program with the film star has been around $9,000.

Henri Damski, KOMO-KJR, Seattle, music director, is known for his baton-wielding ability. But his five-year-old son thinks more of his father when he has an oar in his hand.

Becalmed last week in the middle of Lake Washington when their outboard motor broke, the two made for shore, miles away, with Damski, Sr., rowing. Heavy weather arose, preventing aid from reaching them.

For hours Damski rowed, until, as the twilight faded, he gratefully reached shore. The kid was disappointed; he had wanted to make a night of it.

CBS claims contracts it already has for June, July and August constitute more than double the corresponding dollar-total for 1933—Network estimates that the time sales income for the summer of 1934 will show an increase of 125% over that of 1933.

Web states the figures upon which this percentage boost is based are not forecasts but are taken from the cold figures at the bottom of signed contracts for the summer.

Station W1OXCT, Boston, newly licensed to the Yankee network for use in special events broadcasts, will be used for the first time when the Constitution returns to her home port of Boston some time this month.

Short wave transmitter will be taken aboard Old Ironsides before she reaches Boston harbor, and her progress up the channel will be described for the radio listeners.

Walter Craig reverses the orthodox sequence of copy writer turning radio showman. Craig, who has been radio writing, acting and producing for four years, is currently writing his first newsprint advertisements.

Street and Finney agency has commissioned Craig to compose blurbs for various kinds of pills.

Corporation Counsel Paul Windels of N. Y. has not completed his opinion on the theatre licensing law as affecting those radio studios in which broadcasts are given in front of audiences.



COMMERCIALS

WEEK OF MAY 7

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); W (Wednesday); Th (Thursday); F (Friday); S.

ACME LEAD
6:30-Su-WJZ
12:30-W-F-WABC
Ed McConnell
*Henri H-Mc

A. C. SPARK PLUG
9-W-WJZ
'Cookoos'
*Campbell-E

A & P
9:30-M-WEAF
Harry Horlick
Frank Parker
*Parle & Peart

ARMOUR
9:30-F-WJZ
Phil Baker
H McNaughton
Mabel Albertson
Irene Beasley
Roy Shields Ore
*N. W. Ayer

B. T. BABBITT
1:30-Su-WEAF
Mary Small
Wm. Wirges
*Peck

A NEW ★ EDDIE PEABODY

The World's Most Versatile Entertainer

▲

PURE OIL PROGRAM
EVERY SATURDAY
WEAF-WGY-WFI
:30-8:00 P. M., D.S.T.

▲

Featured Nightly
HOLLYWOOD RESTAURANT
NEW YORK

▲

Courtesy Manager
RUDY VALLEE

Always a Little Ahead of the Rest — THE

SIZZLERS

For Further Information
HAROLD KEMP, NBC Artist Bureau
Personal Direction, CHARLES A. SAYHA

HENRY BUSSE

AND HIS MUSIC

NOW
CHEZ PAREE
Chicago

THE GREEK AMBASSADOR OF GOOD WILL

GEORGE GIVOT

with condensed "New Yorkers"

Sole Direction
HERMAN BERNIE
1619 Broadway New York

JOHNNY GREEN

and HIS ORCHESTRA
GUEST CONDUCTOR
OLDSMOBILE PROGRAM
CBS—Coast-to-Coast Tues. and Fri., 9:15 P.M. BRUNSWICK RECORDS
PARAMOUNT, BROOKLYN
This Week (May 4)

A. . BOYLE
(Floor Wax)
2:30-Su-WABC
'Lazy Dan'
Irving Kaufman
*Blackett

BARBASOL
8:15-W-WABC
Edwin C. Hill
*Erwin Wasey

BAUER & BLACK
(Blue Jay Corn Plaster)
4:15-Tu-F-WJZ
Wade Booth
Dorothy Day
*Needham, L & B

BAYER
9:30-Su-WEAF
Frank Munn
Virginia Rae
Ohman & Arden
Bert Hirsch
Hanneschen Orc
*Blackett

BISODOL
8:30-W-WABC
Everett Marshall
Elizabeth Lennox
Ohman & Arden
Irving Kaufman
Victor Arden's Orc
*Blackett

BODEN
10:30-Su-WABC
'45 Min. in Hlyw'd'
Mark Warnow
11:45-W-WABC
Jane Ellison
*Young & Rubicam

BRISTOL-MYERS
9-W-WEAF
(Sal Hepatica)
(Ipana)
Fred Allen
Portland Hoffa
Jack Smart
Lionel Stander
Eileen Douglas
Irwin Belmore
Minerva Pious
Ipana Troubadours
Theodore Webb
Lennie Hayton
*Benton & Bowles

E. L. BRUCE CO.
10:30-Th-WABC
Doris Loraine
Cadets Quartet
C Wheeler Orch
*O'Callaghan

CALIF. PACKING
9:30-M-WFAF
H Barrett Dobbs
Doric & Kn'bocker Orc
M Wilson Orc
*Thompson

CALSODENT CO
12-F-WJZ
'Rhyming Rover'
*Thompson

CAMPANA
10:30-W-WEAF
'First Nighter'
June Meredith
Don Ameche
Carlton Brickert
Cliff Soubier
E Sagerquist Orc
(D.D.D. Ointment)
7:30-Th-WJZ
'Romantic M'l'dies'
Don Amache
Sally Ward
E Sagerquist Orc
*Aubrey Moore

CARNATION MILK
10:30-WEAF
Gene Arnold
Lullaby Lady
M L Eastman
Jean Paul King
*Erwin, Wasey

CENTAUR
(Fletcher's)
10:30-W-WABC
Albert Spalding
Conrad Thibault
Dan Voorhees
*Young & Rubicam

CHAPPEL BROS.
7:15-Su-WABC
'Rin Tin Tin'
Don Ameche
Bob White
Virginia Ware
Johnny Goss
Jack Daly
*Rogers & Smith

CHARIS
1:15-W-WABC
Loucila Parsons
Raymond Paige
*John L. Butler

CITIES SERVICE
8-Su-WEAF
Jessica Dragonette
Cavaliers
*Lord & Thomas

CLIMALINE
12-Th-WEAF
Harold Stokes
Gil Page
King's Jesters
Frank Hazzard
*W. S. Hill

CUTEX
9-F-WJZ
Phil Harris
Leah Ray
*J. Walt. Thomp.

COLGATE-PALM
(Colgate Dentifrice)
9-Su-WEAF
'C'ge Ho'se Prty'
Joe Cook
Donald Novis
Frances Langford
Arthur Sinclair
Don Voorhees
Brad Browne
*Young & Rubicam

COLGATE-PALM
10-Tu-WEAF
(Palmolive Soap)
W. A. Backer, Dir.
'Ellen'
Helen Jepson
Florence Malone
Eustace Wyatt
William Shelley
James Melton
John Barclay
Nat Shilkret
W. A. Backer, Dir
*Benton-B

10:15-daily-WEAF
(Super Suds)
'Clara Lu 'n' Em'
Louise Starkey
Isabelle Carothers
Helen King
*Benton-B

CONTINENTAL OIL CO.
10:30-W-WJZ
Harry Richman
Jack Denny
John B. Kennedy
*Tracy-D

CRAZY CRYSTALS
2-Su-WEAF and 12-W-F
Gene Arnold
8:30-M-W-WJZ
Maple City Four
*McC-Erickson

CONT. BAKING
8-M-W-F-WABC
Phil Duey
Jack Parker
Frank Luther
Vivian Ruth
8-Tu-WABC
Little Jack Little
*B., B., D. & O.

CORN PRODUCTS
11:15-M-W-F-WABC
(Kremel, Etc.)
Will Osborne
Pedro de Cordoba
*Hellwig

R. B. DAVIS
(Baking Powder)
9 A. M.-W-F-WJZ
9:45-Tu-Th-WABC
'Mystery Chef'
John McPherson
*Ruthrauff-R
6-M-Tu-W-Th-WABC
'Buck Rogers'
Curtis Arnall
Adele Ronson
Edgar Stehli
Joe Granby
Walter Tetley
Allen Swift
Georgia Backeu
Elaine Melchoir
Adele Klein
Bill Shelley
Henry Survey
Harry Swan
Lionel Stander
Emmet Gowan
Beatrice Allen
*Ruthrauff & R

ELIZABETH ARDEN
9-Tu-WABC
Maury H. B. Paul
Freddy Martin
*Blaker Agency

EX-LAX
9:30-M-WABC
'The Big Show'
Mady Christians
Gertrude Niesen
Erno Rapee
*Katz

FIRESTONE
8:30-M-WEAF
R. Firestone, Jr.
Richard Crooks
Lawrence Tibbett
Wm. Daly Orch.
*Sweeny-James

FITCH
7:45-Su-WEAF
Wendell Hall
*K. W. Ramsey

FORD MOTOR
9:30-Su-WABC
9:30-Th-WABC
Fred Waring
Ted Pearson
*N. W. Ayer

GEN. BAKING
8:30-Su-WABC
Julia Sanderson
Frank Crumit
*B., B., D. & O.

GENERAL CIGAR
9:30-W-WABC
Guy Lombardo
Burns & Allen
*J. Walt. Thomp.

GENERAL FOODS
(La France)
(Washing Powder)
9:30-Su-WEAF
'Beatrice Fairfax'
Marjorie Johnson
Mc. Stickles Orc.
11:15-Th-WEAF
Frances Lee Barton
*Young & Rubicam

9-Th-WEAF
(Maxwell)
Chas Winninger
Lanny Ross
Annette Hanshaw
Conrad Thibault
Marion Wilbur
'Molasses 'n' Jan'ry
Gus Haenschen
*Benton-Bowles

10-Sa-WABC
'Byrd Expedition'
*Young & Rubicam

GENERAL HOUSEHOLD
(Grunow)
(Refrigerators)
9:30-Tu-WABC
Minneapolis Symp'y
Eugene Ormandy
*Lord & MacFarland

GENERAL MILLS
5:30-Daily-WABC
'Jack Armstrong'
All American Boy
4-Daily-WJZ
'Betty & Bob'
Betty Churchill
Don Ameche
Betty Winkler
Art Jacobson
Carl Brickert
Louis Roen
*Blackett

GENERAL MOTOR
(Chevrolet)
10-Su-WEAF
Victor Young Orc
*Campbell-E

(Oldsmobile)
9:15-Tu-F-WABC
Ruth Etting
Johnny Green
*H. B. D. & O.

GENERAL TIRES
10:30-F-WEAF
Jack Benny
Mary Livingston
Frank Parker
Don Bestor
*Hays MacFarland

GERBER & CO.
10-Su-WJZ
Mme. Schumann-H
*Erwin Wasey

GILLETTE
(Safety Razor)
7:15-Daily except Sa-Su-WEAF
Gene and Glenn
*Ruthrauff & R

GOODRICH
7:45-M-W-F-WJZ
'Taxi'
Max Baer
Franc Bale
Jean Southern
*Ruthrauff-R

GULF
9-Su-WJZ
Irving Berlin
Revelers
Pickens Sis
Al Goodman
*Cecil Warwick

HEALTH PROD'TS
(White Cod)
3-Su-WJZ
'Bar Ranch'
Carson Robison
John Mitchell
Bill Mitchell
Pearl Pickens
7:30-M-W-F-WJZ
(Feenamint)
Geo. Gershwin
Louis Katzman
*Wm. Esty

HECKER H-O
6:15-Daily-WABC
'H-Bar-O Rangers'
Bobby Benson
Neil O'Malley
Florence Hallan
Billy Hallop
John Barthe
*Erwin-Wasey

EDNA HOOPER
2:15-Daily-WABC
'Helen Trent'
Lester Tremayne
Virginia Clark
Karl Heubs
Dolores Gillen
Jack Doty
*Blackett

HOOVER
5:30-Su-WEAF
Edward Davies
Chicago a Capella
Joe Koestner
*Erwin-Wasey

HORLICK
9:30-Su-WJZ
Dr H Buhdesen
*Lord & Thomas

HOUSEHOLD
9-Tu-WJZ
Edgar A Guest
Alice Mock
Joe Koestner's Orc
*C. D. Frey

HUDNUT
9:30-F-WABC
Jack Whiting
Jack Denny
Jeannie Lang
Three Rascals
*B. B. D. & O.

HUDSON MOTORS
10-Sa-WEAF
Saxon Sis
Lennie Hayton
Graham McNamee
8:30-Tu-WJZ
Conrad Thibault
Lois Bennett
Harry Salter
*Blackman

INDIVIDUAL CUP CO.
(Dixie Cups)
6:45-M-WABC
Bob Sherwood
Bradley Barker
Frank Novak's Orc
*Turner-R

INSTITUTE AM. MEAT PACKERS
4-Su-WEAF
'Romance of Meat'
*Direct

JERGEN'S
9:30-Su-WJZ
Walt. Winchell
*J. Walt. Thomp.

JOHNS-MANVILLE
8:30-Su-WEAF
Floyd Gibbons
*J. Walt. Thompson

JOHNSON & SON
(Floor Wax)
1:45-Tu-Th-WABC
2:15-Su-WABC
Tony Wons
Keenan & Phillips
*Needham, L. & B.

KELLOGG
5:30-Daily WJZ
The Singing Lady
Irene Wicker
Allan Grant
*N. W. Ayer

KRAFT-PHENIX
10-Su-WEAF
P Whiteman Orc
Nikita Balieff
Deems Taylor
Ramona
Peggy Healy
Jack Fulton
*J. Walt. Thomp.

KOLYNOS
7:15-Daily-WABC
Just Plain Bill
Arthur Hughes
*Blackett

LADY ESTHER
10-S-M-WABC
8:30-Tu-WEAF
Wayne King's Orc
*Stack-Goble

LAMONT-CORLISS
(Nestles)
8-M-WJZ
Ethel Shutta
Walter O'Keefe
Bobby Dolan Orc.
*J. Walt. Thomp.

LARUS
(Edgeworth)
10-W-WEAF
Corn Cob Pipe Club of Virginia
*BBD&O

LEHN & FINK
(Lysol)
10:30-Su-WEAF
Jascha Helfetz
Nat Shilkret Orc
*Ruthrauff & R

LIGGETT-MYERS
(Chesterfield)
9-M-W-S-WABC
Rosa Ponselle
(Wednesday)
Nino Martini
(Saturday)
Creta Stueckgold
Andre Kostelanetz
Mixed Chorus
Ford Frick
*Newell-Emmett

LUXOR
(Armour)
5-Su-WEAF
'Talkie Pic Time'
June Meredith
John Goldsworthy
John Stanford
Gilbert Douglas
Murry Forbes
*N. W. Ayer

LOUDEN P'CKING
(Doggie Dinner)
5:45-Th-WABC
'Stamp Adventures'
Reginald Knorr
Carl Boyer
*Matteson, F. G.

MANHATTAN SOAP CO.
10:30-W-WEAF
Jack Arthur
DeMarco Sis
11:30-Th-WJZ
Harriet Lee
Edward Kennedy
*Peck

J. W. MARROW
(Oil Shampoo)
1:15-Tu-Th-WABC
Joan Marrow
Bob Nolan
Eddie House
*Placed direct

MACFADDEN
(Liberty Magazine)
10-F-WJZ
'Stories That Should Be Told'
Fulton Oursler
(True Story)
8:30-F-WABC
'Court of Human Relations'
Percy Hemus
Arnold Johnson's Or
Elsie Hitz
Ned Weaver
Lucille Wall
Allyn Joslyn
Paul Stewart
*Stack-Goble

MET. LIFE CO.
6:45-Daily WEAF
Arthur Bagley

DR. MILES LAB'S
(Alka-Seltzer)
10:30-Sa-WJZ
WLS Barn Dance
Ridge Runners
Mac & Bob
Clarence Wheeler
*Wade

MOHAWK MILLS
(Carpets)
10:30-Tu-Th-WEAF
Orch & Singers
*B., B., D. & O.

MOLLE CO.
7:30-M-W-Th-WEAF
Roxanne Wallace
William Edmonson
Shirley Howard
Guy Bonham
Wamp Carlson
Dwight Latham
*Stack-Goble

BENJ. MOORE
11:30-W-WEAF
Betty Moore
Lew White

MUELLER C.
10:15-M-W-F-WABC
'Bill & Ginger'
Virginia Baker
Lyn Murray
*Hellwig

NAT'L SUGAR
9:30-M-WJZ
Theodore Webb
Joseph Pasternack
*Gotham

NORTHWESTERN YEAST.
8-M-WJZ
Jan Garber Orc
*Hays MacFarland

OXOL
5:45-M-Tu-W-F-WABC
Dave, Bunny & G
Bunny Coughlin
Dave Grant
Gordon Graham
*B., B., D. & O.

OXYDOL
(Proct'r & Gamble)
2:15-Daily-WJZ
'Ma Perkins'
Virginia Dayne
Margaret Brannon
Karl Hubel
Will Fornum
Chas. Eggleston
*Blackett

PACKARD
10-M-WJZ
Walter Damrosch
John B. Kennedy
*Cecil Warwick

PACIFIC BORAX
9-Th-WJZ
'Death Valley Days'
Tim Frawley
Joseph Bell
Edwin Whitney
Lonesome Cowboy
Joseph Bonime Orc
*McC-Erick

PALMER HOUSE
10-Tu-WJZ
Ray Perkins
Gale Page
Harold Stokes Orc

PEPSODENT
7 Daily—WJZ
Amos 'n' Andy
Charles Correl
Freeman Gosden
('Rise of Gold')
7:45-Daily-WEAF
Gertrude Berg
James Waters
9:30-Tu-Th-WJZ
(Junis Cream)
Eddie Duchin
*Lord & Thomas

PHILCO
7:45 daily ex. Sa-Su-WABC
Boake Carter
*F. W. Armstrong

PHILLIP MORRIS
8-Tu-WEAF
Leo Reisman's Orc
Phil Duey
*Blow

PILLSBURY
10:30-Daily-WJZ
'Today's Children'
Irma Phillips
Walter Wicker
Bess Johnson
Irene Wicker
Lucy Gilman
Fred Von Amon
Jean McGregor
*Hutchinson

11-M-W-F-WABC
'Cooking Close Ups'
*Hutchinson

PABST
9-Th-WEAF
Ben Bernie Orc
*Matt-Fogarty

PLOUGH, INC.
10-W-WJZ
Vincent Lopez
Ed Sullivan
*Lake-Spiro-C

PUROIL
7:30-Sa-WEAF
Eddie Peabody
De Marco Sisters
Joey Nash
Richard Himber Or
*Freitag

QUAKER OATS
8:45-M-W-F-WJZ
Bake Ruth
*Flecher & E

RALSTON
5-F-WEAF
Mme. Sylvia of Hollywood
*Gardner

REAL SILK
7-Su-WJZ
Chas. Previn Orch
Charles Lyons
*Erwin-Wasey

RED STAR YEAST
11:30-Th-S-WEAF
Edna Odell
Phil Porterfield
Irma Glen
Earl Lawrence

R. J. REYNOLDS
(Camels)
10-Tu-Thu-WABC
Casa Loma
Connie Boswell
Stoopnagle & Budd
*Wm. Esty

RIESER CO.
(Venita Shampoo)
5:15-Su-WEAF
Ted Black
Vincent Calendo
Donahue & Coe

RITCHIE
(Eno Salts)
8-Tu-W-WJZ
'Eno Crime Club'
Spencer Dean
*N. W. Ayer

SCHLITZ
10-F-WABC
B. B. D. & O.

SILVER DUST
7:30-Tu-Th-Sa-WABC
Paul Keast
Rollo Hudson's Orc
*B., B., D. & O.

SINCLAIR
9-Su-WJZ
Gene Arnold
Bill Childs
Mac McCloud
Joe Parsons
Cliff Soubier
Harry Kogen
*Federal

SPANG. BRANDS
(Chase & Sanborn)
8-Su-WEAF
Jimmy Durante
Rubinoff
(Baker's)
7:30-Su-WJZ
Joe Penner
Harriet Hilliard
Ozzie Nelson Orc

8-W-WEAF
(C & S Tea)
Jack Pearl
Cliff Hall
Peter Van Steeden
Kathleen Wells

8-Th-WEAF
(Fleischmann)
Rudy Vallee and His Conn. Yanks
*J. Walt. Thomp.

STD. OIL (N. Y.)
8-M-WEAF
Socony Sketches
Arthur Allen
Parker Fennelly
Kate McComb
Isabelle Winlocke
Ruth Mundi
Robert Strauss
*J. S. Getchell

STERLING PROD.
9-F-WEAF
(Phillips Mag)
'Waltz Time'
Abe Lyman Orc
Frank Munn
5:15 daily ex. Sa-Su-WABC
'Skippy'
8:30-Tu-WABC
Abe Lyman
*Blackett

SUN OIL
6:45-Daily-WJZ
Lowell Thomas
*Roche-Williams

"EASTWEST"
7:30-Tu-W-WJZ
Bast and Dumk
Johnny Russell
Carolyn Rich Orch
*Stack-Goble

TEXAS CO.
9:30-Tu-WEAF
Ed Wynn
Graham McNamee
Don Voorhees
*Hanff-Metzger

TIDEWATER
(Tydol)
7:30-M-W-F-WABC
Jimmy Kemper
Robert Armbruster
Hummingbirds
*Lennen Mitch

UNDERWOOD
8:30-Th-WABC
Alexander Gray
Nicholas Kempner
Mary Eastman
*Marschalk

U. S. TOBACCO
(Dill's Best)
9:30-F-WEAF
'One Night Stands'
Pic Malone
Pat Padgett
Josef Bonime
*McC.-Erickson

UNION CENTRAL
8-Su-WABC
'Roses & Drums'
Elizabeth Love
George Gaul
Robt T Haines
Blaine Cowper
*J. Walt. Thomp.

WANDER CO.
(Ovaltine)
5:45-Daily-WJZ
'Little Orphan A'
Allan Barnick
Henrietta Tedro
Ed Sprague
Stanley Andrews
Shirley Peil
*Blackett

WARD BAKING
9-Su-WABC
'Family Theatre'
Cecil Lean
Cleo Mayfield
James Melton
Billy Artz
*Fletcher-E

WASEY PROD
12-M-Tu-W-Th-F-WABC
3:15-M-WABC
8:15-Tu-WABC
Voice of Exp'rience
*Erwin Wasey

R. L. WATKINS
9-Su-WJZ
Tamara
Davis Percy
Men About Town
Jacques Renard
*Blackett

WELCH
(Grape Juice)
7:15-M-WJZ
*Kastor

WESTERN CO.
(Dr. West T'thp'ste)
5:30-M-W-F-WEAF
'Frank Merriwell'
Donald Briggs
Dolores Gillen
*J. Walt. Thompson

WOODBURY
8:30-M-WABC
Bing Crosby
Jimmy Grier Orc
*Lennen-M

WORCESTER
(Salts Toothpaste)
6:45-F-WABC
Zool Parenteau's O
H Van Emburgh
*Fuller & Smith

WYETH CHEM
(Jad Salts)
8:15-W-Th-F-WABC
'Easy Aces'
Goodman Ace
Jane Ace
Mary Hunter
*Blackett

Texaco Undecided

Texaco hasn't decided whether it will bring Ed Wynn back to the air next fall. Meantime the refiner has advised NBC that it will withdraw from the Tuesday night spot May 29.

Wynn started for Texaco in April, 1932. He was off the air for three months last season.

WMAQ Gets 50,000 W.

Chicago, May 7.

WMAQ, NBC red outlet in Chicago, has been granted increase of power to 50,000 watts, putting its power level with WENR and WGN.

Also appears that WJJD, the indie Ralph Atlass station, has won its fight to move main studios from Mooseheart to Chicago despite protests of every other major Chicago station with the exception of WBBM which is operated by Leslie Atlass, brother of Ralph. Protesting were WGN, WLS, WENR, WMAQ, WCFL, on grounds that further concentration of broadcast facilities in Chicago endangers the license renewal of all of them. However the commission examiner has recommended that the commission affirm its original grant of WJJD to move to Chicago since such a move will not in any way affect the coverage of any of the rival stations.

Move to WJJD was primarily to allow the use of the phrase WJJD 'Chicago' rather than WJJD Mooseheart.

MISHAP TAKES WINS OFF AIR FOR 3½ HRS.

WINS was forced off the air for three and a half hours late Friday afternoon (4) because of burned out transmitter tubes.

Electrical defect in the transmitter caused even the emergency set of tubes to blow out before the source of trouble was discovered. Station obtained a new set in time to finish out the last hour of day's schedule.

Molly Welbourne and Harry Royale are new artists at WHBC, Canton, O., having teamed up as Gertie and Elmer. They do song and patter for 15 minutes five days a week, with eight to ten spot adds interrupting their program. Welbourne formerly WJAS and KDKA, while Royale recently completed several weeks at WJAY, Cleveland.

LEO REISMAN

PHILIP MORRIS
WEAF, Tuesday, 8 P.M.
BRUNSWICK RECORDS

COLUMBIA BROADCASTING SYSTEM
Presents

LEON BELASCO

., FRI., WABC, 12 MIDNITE
Coast-to-Coast
St. Moritz otel, New York, Nightly
Sole Direction HERMAN BERNIE
1619 Broadway, New York

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABC
SUNDAY, 2:30 p. m.-3 p. m.
WEAF
WED., 8:30 p. m.
9 p. m.

Isham Jones Orchestra

COMMODORE HOTEL
NEW YORK
Tuesdays, Thursdays and Fridays, 11:30-12 P.M.; Saturdays, 11-11:15 P.M., coast to coast, WABC
Direction
Columbia Broadcasting System

"The Singing Lady"
IRENE WICKER

4th Year for W. K. Kellogg Co.
All Material by Ireene Wicker
Music by ALLAN GRANT
N.B.C.—WJZ 5:30 Daily

RAY PERKINS

Palmer House Cushman's Sons
CHICAGO BAKERIES
NBC WOR
Direction SEDLEY BROWN

Joe Parsons

Radio's Low Voice
SINCLAIR MINSTREL
Every Monday, 8 P. M., N.B.C.
CHICAGO

Boston Public Defends Air

(Continued from page 1)

ill impress and influence politicians.

Among those who appeared in the State House hearings last week were blind citizens who protested upon behalf of the sightless populace who cannot get news from the daily press.

Determined newspaper opposition to the Yankee Network News Services base forced that organization to take its attle for full news facilities at the Massachusetts State House direct to the public, and to the Joint Committee on Rules of the State Senate and House. The public is being reached via the air.

After several weeks of indecision on the part of the Rules Committee, the State House Press Association assumed responsibility in the matter and voted to exclude the radio news service reporter from the press room at the State House. Dick Grant, editor-in-chief of the Yankee web's news service, immediately went on the air with a request for public support in breaking down the opposition. 'Get in touch with your State Senator or Representative,' he urged, 'and tell him that you want him to see to it that the radio news is given every facility in order to help it give the public news while it is news.'

Response was a tribute to the power of radio and to the interest of listeners in the welfare of the new service.

Telephone calls, letters, and telegrams poured in on the news service and on the salons. They came from merchants, floor-walkers, fishermen at sea, blind persons, shut-ins, farmers, others in every walk of life.

Representative John J. Craven of Boston, in whose thickly-populated district newspapers are sold on every street corner, was the first to respond to the public clamor. His answer was to file, on April 30, a resolution as follows:

'Resolved, That the Yankee Network News Service should be given the same privileges in the State House as any other news service.'

Also, Representative Horace Cahill of Braintree made a motion that Joint Rule No. 32 be amended as follows: 'That regular organized radio news services are entitled to the privilege of having their representative present in the galleries of the Senate and House and that the Massachusetts State House Press Association so amend its rules as to admit to its membership duly credited representatives of such regular organized radio news services.'

Joint Rules Committee, to which the order was referred, set Wednesday, May 2, as the date for a public hearing, and Grant urged his listeners to turn out for the hearing and support the measure. Rep. Craven spoke briefly over the Yankee web the preceding evening, saying that he had introduced the order for the purpose of preserving the freedom of speech in Massachusetts. 'It seems unbelievable that such a step should be necessary in a free American community in this day and age,' he said, 'but it is nevertheless a fact. And unless you show your interest in the preservation of that Constitutional freedom, your radio news program will be handicapped by discrimination.

S.R.O. at ing

Public hearing was another display of loyal following of the radio news. Originally scheduled for a room of generous size, where many important hearings in the Commonwealth's history have been held, it was quickly moved to the largest committee room available, and this was filled to overflowing in a few minutes and hundreds were turned away.

Rep. Craven opened the hearing with a short summary of his motives for filing the bill. He traced the growth of radio, and pointed out that news broadcasting was begun by the newspapers, but now the child was so big the parent was afraid of it and attempting to hamper its growth. Then he introduced Grant, who was accorded an ovation that would have warmed the heart of an opera star.

Yankee network editor reviewed the history of the State House difficulties, pointed out that the press room was public property, the equipment and telephone service were paid for by the public, and said he felt that there was no legitimate reason for excluding the radio news men.

R. L. Harlow represented John Shepard 3d, president of the Yankee web, who was in Washington attending a meeting of the radio industry Code Authority, of which he is chairman. He quoted the Radio Act of 1927 as requiring radio stations to operate in the public convenience, interest, and necessity.

Rep. Donnelly, Lawrence, now in his third term, said he had received more requests from his constituents for support of the resolution than for all other reasons combined in his three terms. Rep. C. F. Pratt of Saugus ventured the prediction that, regardless of the outcome of the present matter, the time was not far off when microphones would be set up in General Court and entire sessions broadcast when important legislation was being debated.

Blind Man's Plea

Many others not in political life also spoke. Father John Boyko of Fall River delivered an eloquent plea for consideration for the blind; ex-Mayor Malcolm Nichols said he believed if the matter were put to a popular vote, radio news would be supported by a majority of 9 to 1; and Nicholas Sacco of Boston, blind for several years, added a dramatic touch when he rose from his seat in the corner, called attention to his condition, and asked consideration for himself and other so afflicted, who relied on the radio to keep them informed of world affairs.

Hearing lasted for nearly two hours, with the closing few minutes taken up by newspaper representatives opposing the order on various grounds, including the surprising one, which Grant was quick to refute, that radio furnished a bulletin service which did not require full facilities. Just why these facilities were not as important for bulletins as for lengthy stories was not made clear, but Grant was quick to reply that his service gave complete coverage of important stories, and carried as much State House news as at least one Boston daily paper.

ORIGINAL
CALIFORNIA COLLEGIANS
Late Features of
"Fifty Million Frenchmen"
"Three's a Crowd"
NOW
"ROBERTA"
NEW AMSTERDAM
NEW YORK

Jack and Loretta Clemens
WJZ
10:45-11 A.M.
Mon., Wed., Fri.
WILBERT'S FLOOR WAX
Sole Direction
Ben Bocke Productions

ROY FOX
AND HIS
BAND
CAFE de PARIS
LONDON
B.B.C. NETWORK

FRANK PARKER
Featured Soloi
A. & P. GYPSIES
GENERAL TIRES
First Tenor with
THE REVELLERS

GRACIE BARRIE
"The Sweetheart of the Blues"
NOW PLAYING
RKO THEATRES
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

EMERSON GILL
AND HIS ORCHESTRA
CLEVELAND
WTAM Nightly | NBC Monday Friday Saturday 1 P. M.

Ignore NRA Code

(Continued from page 37)

miscellaneous matters up for discussion. Lots of talk and little action was way one member characterized meeting.

Subjects disposed of included Gen. Hugh Johnson's request for further cut in employees' hours and boost in survey of artists' wages and working conditions; and second part of report on technicians.

up Executive Officer James W. Baldwin, CA authorized transmittal of letter to Johnson terming idea of new hour slash and pay-raise impracticable under existing economic conditions.

Questionnaire to be sent to all stations in attempt to collect facts and figures about radio talent was revised by addition of numerous new questions, most of them proposed by Emily Holt, who sat in as representative of performers instead of in official Equity capacity. Questionnaire probably won't go out for another ten days or more, as considerable rewriting of tentative forms is necessary.

Report on second part of inquiry into working conditions and employee-employer relations of technicians is to go to NRA late this week or early next week. Pending finish of revision job, codists declined to give any low-down on contracts.

Baseball Exception

Waiver of code provision concerning rate maintenance was authorized to settle difficulties concerning baseball broadcasts. CA voted to inform all stations that because of uncertainty about time ball games run and impossibility of fixing specific rates now that contracts are in effect, clause requiring observance of published rates will be suspended for both game broadcasts and resumes.

Aside from settling present complicated situation, codists desired to try and work out satisfactory means of covering all sports broadcasts and handling cases of sponsored football, hockey, wrestling, and other event programs. Hope to reach understanding about handling of sponsored broadcasts before opening of football season.

Squabble over news broadcasts on West Coast, resulting from controversy between KNX and other stations which have subscribed to press-radio agreement was talked over but left unsettled. Despite feeling of various members that fight does not concern code, group decided to get more information before making up its mind.

Acting on basis of specific complaints against Hearst Los Angeles papers and Los Angeles stations, CA will call on competing broadcasters for answer to charges and detailed info about their tie-ups. Instead of dodging issue, codists in the end probably will decide that some action must be taken, although they have no idea at present of how to solve the problem.

Enemies of Radio Unite

(Continued from page 37)

ators to fold up, cost industry millions of dollars, and precipitate avalanche of legal actions. With only 96 channels and 550 commercial stations, industry figures withdrawal of quarter of assignments would necessitate junking half of investment in plant and equipment and tremendous outlay in readapting stations to new frequencies. Although no complete figures are available, leaders calculate revolutionary change would cost $15,000,000 to $25,000,000 plus untold legal costs for both industry and government.

Contending that supporters of the amendment already receive ample broadcast opportunities through arrangements with commercial stations and their independent outlets, N.A.B. sent summary of arguments to every Senator calling on solons to oppose idea and 'not to destroy the whole structure of American broadcasting by supporting a proposal regarding which the broadcasters have not even had an opportunity to be heard.'

No Vested Rights

Industry spokesmen face very real obstacle in conducting their fight, since both the existing law and Supreme Court rulings emphasize that licensees shall not be regarded as enjoying a vested right in their assignments. NAB executive pointed out this principle has kept industry constantly on defensive and at mercy of both commission and Congress, and situation would become worse instead of better if radical reallocation scheme goes over.

Principal arguments being used include contention that the reallocation job would be a burdensome task since amendment provides no way of evaluating claims of contesting non-profit stations and license.

While similar to campaigns of eductional groups which never had thrown a scare into industry in recent years, new movement is taken very seriously because of the unified support for the Wagner-Hatfield amendment. Animosity of Congress toward chains has swelled during past year, and Paulist-CBS, Coughlin-network, and other disputes over same issue have developed strong sentiment against alleged trusts.

Complicated situation also embroils Senator Dill's proposal to conduct special probe of American Telephone and Telegraph setup. Indications are that if communication control becomes fact before session ends inquiry resolution will be wastbasketed and job turned over to new regulatory outfit. But if Dill-Rayburn bills are caught in last-minute log-jam, then special committee will be turned loose on A.T.&.T., Western Electric, Erpi, and other phases of telephone monopoly.

Prospects that control legislation will be enacted before adjournment improved during past fortnight despite pressure from all sources for early windup of Congressional season. President reiterated his desire for some sort of communications supervision bill last week, and from present appearances at least stopgap measures will become law.

ADVERTISER WHO SANG ON OWN SHOW DIES

Kansas City, May 7.

John M. Hogan, Jr., radio singer and manufacturer of Sendol, who sang his own advertising programs, suffered a stroke of apoplexy Monday night after singing over WHB, and died the next morning in St. Joseph's hospital. Hogan was president of the Sendol Company, which he had built up in the few years.

Last year he sang an hour a week over WDAF as the 'Sendol Singer' specializing in old-time ballads. He was 40 years of age, and leaves his wife, his parents and seven brothers and sisters.

Gratis Chairs, Radios, for Invalids Is Program Aim

Charlotte, N. C., May 7.

Probably setting a record of some kind is the 'Old Wayside' program for invalids and shut-ins which is now rounding out eight years on WBT. Program is non-commercial on all counts. Nobody gets paid, including the station and Brown, himself a wheel-chair invalid.

Program, however, has raised thousands of dollars for the purchase of wheel chairs and radios for the crippled and blind within the listening area of WBT.

Bill Bailey, ex reporter for dailies in the Southwest and Midwest, is now grinding continuity for Crosley's WLW and WSAI in Cincy.

Henry King moves into the Central Park Casino May 30. Eddie Duchin, present incumbent, shifts to the Dells, Chicago.

Bob Sutton writes 'Marco's Junior Revue' on KFWB for Marco Dog Foods. He is the son of the vaude team of Browne and La Velle.

Benny Rubi is going radio under Herman Bernie's direction.

THE ARMOUR ★ JESTER
PHIL BAKER
EVERY FRIDAY EVENING
WJZ, NBC NETWORK
COAST-TO-COAST
NEW YORK 9:30-10 P. M. D.S.T. Thru Station WJZ
CHICAGO 8:30-9 P. M. C.S.T. Thru Station WENR

HARRY McNAUGHTON
ALIAS "BOTTLE"
THE ARMOUR HOUR
Coast-to-Coast
Every Friday Evening
NEW YORK 9:30-10 P.M., D.S.T., WJZ
CHICAGO 8:30-9 P.M. C.S.T. Thru Station WENR
Permanent Address, LAMBS' CLUB, 130 West 44th St., New York City

CHARLES CARLILE
TENOR
COAST-TO-COAST
CBS

fred allen's
HOUR OF SMILES
With
PORTLAND HOFFA
JACK SMART
IRWIN DELMORE
LIONEL STANDER
MINERVA PIOUS
EILEEN DOUGLAS
LENNIE HAYTON'S ifana TROUBADOURS
Material by Fred Allen and Harry Tugend
Management Walter Batchelor
Wednesdays, 9-10 P. M., D. S. T.
WEAF

HOTEL PIERRE
JACK DENNY
AND HIS ORCHESTRA
Conoco Oil Wed., 10:30 P.M. WJZ
Richard Hudnut WABC Fri., 9:30 P.M.
WJZ Sat., 12 Midnight Mon., 11:30 P.M.
WEAF Tues., 12:30 A.M.

MPPA to Publish Third Lyric Folio Despite Criticism

Music Publishers Protective Association will go through with its original plan of putting out a third edition of the lyric folio despite strong criticism. Issue will run to 500,000 copies. This will bring the total number of folios distributed by the MPPA to 1,400,000 copies.

John G. Paine, chairman of the MPPA board, asserts that the folio competition from legitimate sources has served to cut down the bootleg output by 75%. Formerly, the contraband element disposed of 3,000,000 copies every two weeks. Without revealing how he arrived at his figures, Paine stated that the bootleggers are now selling but 750,000 song sheets a week.

Paine holds that the MPPA folio has at least restricted the number of lyrics available to the public for a nickel. The bootleg folio contained anywhere from 150 to 200 lyrics, whereas the legitimate version gives them only 75 sets of verses.

Harold Arlen-Anya Taranda Nuptials Due

The Earl Carroll chorister, Anya Taranda, who went to Hollywood to appear in 'Murder at Vanities' for Par, returned to New York Saturday (5) to prepare for marriage to Harold Arlen, song writer. Date unset.

Miss Taranda goes back the Coast June 1.

FRISCO PUB. MOVES

San Francisco, May 7.

New Era, music publishing firm, pulling up stakes in Frisco this week and moving to Hollywood, where Gino Alessi, lenhall Taylor and Walter Rudolph will establish new offices.

Woempner to Chi

Minneapolis, May 7.

Henry C. Woempner has resigned from the Minneapolis Symphony orchestra after 25 years membership. Moves to Chicago.

For five years Woempner was director of music for radio station KSTP.

Franks Re-Split

The Radio Franks (Bessinger and White), after reuniting, have split again, and Frank Bessinger continues as manager and entertainer at the Stork club.

Jerry White has teamed up with George Owen (Rhys and Owen), and they are spotted in the Simplon club, where Estelle Taylor is top attraction. Judd Rhys is taking a girl partner.

Busse, Burtnett Bands For Col. Phono. Discs

Chicago, May 7.

Columbi phonograph has tied with the Henry Busse and Earl Burtnett orchestras for pop music recording.

Handled through Dick Voynow, in charge of the recording division locally, the contracts were okayed by the new owners of Columbia phonograph, listed as Sacro Enterprises.

Night Club Reviews

Town Hall Tavern, Denv.

Denver, May 2.

Louis Hellborn has leased the old Town Hall, down across the creek, cleaned it up, used a little paint, put in tables and chairs, and opened up 'The Old Town Hall Tavern,' with last century melodrama at 55 cents, including tax. This includes a beer on the house. Opening night was close to a sell-out.

'Ten Nights in a Bar Room' is the opener and will last for two or three weeks. Three professionals in the cast, and the rest local talent trying to get ahead. Play is done seriously, with no burlesque or hoke attempts, and the crowd gets a big kick out of it. They hiss and boo the villian, cheer the hero, pound on the tables and stomp the floor.

Place is dressed up with posters of old and forgotten melodramas, with pictures of actors and actresses of bygone days. Located in what is known as the Bowery of Denver, next door to a brewery, local citizens think they're slumming and taking their lives in their hands when they visit the place.

Only beer, wine, peanuts and sandwiches are being sold. On the opening night mostly beer, with practically no sandwiches.

Curtain goes up at 8:30. After the close of the play, dancing. 25 cents if you want to go in for latter only. Refreshments are economically priced, a big scuttle of beer at 50c, with no sandwiches above 40c. *Rose.*

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF WJZ WABC
1,000 Good Nites	29
Love Thy Neighbor	26
Little Man, Big Day	24
Beat O' My Heart	23
Had My Moments	21
I Ain't Lazy	20
Play To Me Gypsy	20
Rip Tide	19
Do I Know Sunday	18
True	17
Love Go Wrong	16
Reminds Me	16
My Shawl	16
Nasty Man	16
House Is Haunted	16
Dream Those Dreams	16
Little Dutch Mill	15
May I?	15
Blvd. Broken Dreams	14
I'll String Along	13
Mademoiselle	13
Waitin' For Katy	13
Oughta Be in Pix	13
Long As I Live	12
Carioca	12
Touch Your Hand	12
Your Love	12

Quodbach-Bernie for World's Expo Casino?

Chicago, May 7.

Nothing set but looking hot is a deal for Al Quodbach to take over the Casino at the World's Fair.

Also understood that there's a chance that Ben Bernie will be back in the spot for the expo.

L. A. LOCAL THIRD LARGEST

Los Angeles, May 7.

With a membership of 3,350 members, Musicians Protective local 47, of Los Angeles, is now third largest in the entire country. Chicago, with approximately twice as many members as Los Angeles, is topped by New York, which has about twice as many members as the Windy City local.

Auditions as Plug

Philadelphia, May 7.

Local song pluggers are taking a new twist in the competition for breaks on tunes. Boys are swarming into the program departments every time they smell a coming audition, since they figure that the audition show, if successful, will be the first program of the series to be aired.

Maybe a plug the initial stanza of a program counts double at the home office.

N. Y. HOTEL'S ROTATING CABARET-BAND REVUE

Show and service at the Terrace Room of the Hotel New Yorker is a smooth, tasteful presentation bespeaking the management's respect for soothing the customers while they dine. Terrace restaurant is housing Charlie Davis' band plus some extra and a show designed and booked by Fanchon & Marco. Scale is moderate, meeting anybody's purse. Place has jumped ahead as leading rendezvous under the Ralph Hitz management.

When caught, on a night early in the week, and when biz may be expected to be off, especially as the season runs into warm weather, the Terrace Room to the contrary was capacity. There's only one q.e.d. to be observed from this biz, and that is that the combo service and show as put forth under the Ralph Hitz management is successful.

Not to be compared with the N.T.G. nudes or the Casino de Paris things, because it's different at the Terrace Room. F. & M. show is among the first of the newly designed service of this show outfit for hotels. In originally for four weeks, it has been continued until it is now in its ninth semester.

Show has a line of 10 girls. They're lookers and a cheerful lot, who hand out good precision and altogether present an eyeful without any brash effects. On three times nightly, at dinner, supper and after theatre. Included among the talent are Wilbur Hall, comic instrumental trickster; the Zastros and Edward Brach, who dance together and with the line, besides Arline and Eddie Kinley. Davis carries additional talent for himself in Ruby Wright, a youthful pop coloratura; Bill Thorne, Frankie Parris and 'Cool' Morrison.

None of the turns consume more than what seems to be the necessary amount of performing time, thus not tying up the customers too much with show stuff.

Davis and his crew offer excellent dance music. He may be remembered from his picture house work and his crew is a youthful bunch of smart tune pushers. In his group is a lad who sings bass, and well.

Zastros offer a waltz very aptly among their numbers, and with Edward Brach also do a bit of commendable adagio. Good-looking trio and good performers. Arline and Kinley, on the other hand, head in for modern heel and toe work, with Kinley doing a Calloway take-off before the mike that's not so bad, besides. *Shan.*

MUSIC NOTES

Sanford Green, 18-year-old New Haven, Conn., composer, has placed his latest, 'Just As I Am,' with Santly Bros. Jack Manus is the lyricist. Same firm took Green's first pop tune two years ago.

Jack Mills has acquired the American rights to the score of British Gaumont's 'Come Along Sally.' Harry Woods did the writing, with the tunes including 'Riding on a Rainbow,' 'The Wind's in the West' and 'You Oughta See Sally on Sunday.'

Vincent Catanese has the dance combo assignment at the Post Lodge, Larchmont, N. Y.

Billy Chandler, formerly with Feist, has replaced Sam Wigler as Santly Bros'. professional manager.

Don Bigelow's orchestra at the Hotel Whitehall, New York, and broadcasting over NBC.

Six tunes by Herb Nacio Brown and Arthur Freed are included in Metro's 'Student Prince.'

ASCAP Entrance Nixed Agency-Pub By Director Group

Select Music Publications, Inc., has been tipped off by several publishers on the directorate of the American Society of Composers, Authors and Publishers that any attempt by this firm to join the society will be stoutly resisted. Select Music is an adjunct of Rockwell-O'Keefe, Inc., artists' representatives, and among the acts handled by this office are Bing Crosby, Mill Bros., and the Casa Loma band.

Argument set up by publishers who served notice of membership opposition is that Select Music would be taking it from both ends. With the artists it books, Rockwell-O'Keefe would have no difficulty in getting plugs for its catalog, the publishers contend, and the plugs thus piled up would put Select Music at an advantage in the rating on the society's rolls against other firms less happily situated.

Thomas J. Rockwell and Corky O'Keefe declare, however, that if this is the sentiment that Select Music will have to contend with in trying to join the society, the objecting publishers can be assured that ASCAP will have no authority over Select's catalog, as long as they (Rockwell and O'Keefe) have anything to say about it.

Fisher Sues Rose

Songwriter Fred Fisher is suing songwriter-cabaret entrepreneur Billy Rose for 10% of his share in the Casino de Paree, N. Y., nitery, and would examine Rose before trial to determine how much he has grossed from the nite club. Fisher approximates it at $18,000 (at the rate of $1,000 a week as Rose's share for 18 weeks) and wants a percentage thereof, plus an accounting.

Suit is based on Fisher allegedly having negotiated Rose's hookup with the Casino, by introducing him to Yurmi Stern, president of the C. de P. syndicate.

Fisher's motion for examination of Rose before trial comes up tomorrow (Wednesday), while Rose at the same time is making a motion to dismiss the complaint.

Jimmy Grier and orchestra head a new floor show that got under way Saturday night (5) at the L. A. Biltmore Bowl.

"MURDER AT THE VANITIES"

PARAMOUNT PICTURE

to Be Released May 25 Nationally

Featuring These Song Hits

"COCKTAILS FOR TWO"

"LIVE AND LOVE TONIGHT"

"EBONY RHAPSODY"

"LOVELY ONE"—"MARAHUANA"

Famous Music CORPORATION 1619 BROADWAY ..... NEW YORK

PUBLISHERS TO PARAMOUNT PICTURES

FLASH!

Complete floor shows for Cafes, Cabarets, Restaurants, etc., at a guaranteed lower cost than anyone else.

JAMES MILLER

(*Formerly with Paramount-Publix*)

Loew's New York Theatre Bldg.

NEW YORK CITY

LOngacre 5-9730

He makes Philadelphia dance

JOE FRASETTO

and his Adelphi Hotel Orchestra broadcasting through WPEN over the general broadcasting chain.

He plays the hits, so of course, he features:

"A THOUSAND GOOD NIGHTS"

"RIPTIDE"

"I'VE HAD MY MOMENTS"

"ALL I DO IS DREAM OF YOU"

"HOT CHOCOLATE SOLDIERS"

ROBBINS MUSIC CORPORATION

799 SEVENTH AVENUE

... NEW YORK ...

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN AT MIKE FRITZEL'S

CHEZ PAREE

America's Smartest Restaurant and Supper Club

611 Fairbanks CHICAGO Delaware 1655

SMALL PUBS FAVOR SPECIALS

Music Dealers Service, Inc., Denied Injunction Against Mayer, Et Al.

Temporary injunction sought by the Music Dealers Service, Inc., against Max Mayer was denied by Justice Frankenthaler in the New York Supreme Court last week. Attached to the denial was a proviso that Mayer be prepared to go to trial on the issues involved on May 15. Through the injunction proceedings the MDS wants the court to restrain Mayer and the group of nine major publishers who settled with him while the jobbers' anti-trust suit was in midtrial from carrying out the terms of the settlement agreement.

In moving that the settlement terms be declared a conspiracy in restraint of trade the MDS set up the contention that Mayer's counsel had terrified the publishers into withdrawing from the $1,250,000 action while it was being heard before Federal Judge Bryant the latter part of March. Papers in the MDS injunction proceedings also asked the court for a $100,000 judgment against Mayer on the ground that the settlement agreements he made with the nine publishers resulted in forcing the distributing combine out of business.' Facilities of the MDS are now in the hands of Maurice Richmond, who is operating as an indie jobber under the corporate name of the Maurice Richmond Music Dealers Service. The three firms—Donaldson, Douglas & Gumble; DeSylvia, Brown & Henderson, and Leo Feist, Inc.—which stuck through the Federal trial to the finish, are clearing through Richmond exclusively.

Get oney Back

When the injunction petition came up for argument before Justice Frankenthaler four weeks ago only two of the publishers who settled with Mayer were represented by counsel. Mayer's trial lawyer, David A. Podell, declared at the time that even these two have committed themselves as taking a neutral attitude in the injunction proceedings, and charged that it was obvious the injunction action had Mayer as its single target and had also been started for the purpose of helping the nine publishers get their money back. Podell will represent Mayer also when the injunction charges lodged against the jobber come up for airing next Tuesday (15).

Judge Bryant in his decision held that Mayer had failed to prove his allegations of monopoly against the MDS. Settlement fees collected by Mayer's lawyers from the nine publishers who withdrew while this case was in midtrial aggregated $51,000.

Rosenthal May Follow Duchin in C. P. Casino

Harry Rosenthal and orchestra probably follow Eddy Duchin into the Central Park Casino, N. Y., May 29. Duchin goes to the Dells, Chicago, for the summer. Rosenthal is currently at Place Piqualle, N. Y.

Henry King, mentioned for the C. P. Casino, has been signed since the Florida season for Ross-Fenton Farms, the Jersey resort spot

COAKLEY NATION-WIDE

San Francisco, May 7.

NBC Artists Bureau has contracted the Palace Hotel dance band of Tom Coakley, and network is giving the ork a hefty ride and buildup. Coakley's outfit goes transcontinental Wednesday and Friday nights and Saturday afternoons, and gets the choicest spot on the Coast network every night at 10:15 p. m. following the popular Richfield Reporter.

Band also is on Hearst's KYA, affiliated with NBC, for a quarter hour shot nightly.

Coakley is adding several men and possibly another singer to the outfit this week, and has more transcription and Victor recordings coming up.

ROBBINS WANTS $2,500

Lew Leslie Alleged to Owe Sum Many Years

Robbins Music Corp. which loaned Lew Leslie $2,500 has filed attachment proceedings against the 'Blackbirds' producer in Chicago to recover. Robbins is seeking to examine Balaban & Katz, which booked the condensed version of Leslie's 'Blackbirds' revue ascertain if B&K owes Leslie any money. It is alleged that B&K advanced Leslie and owes him no balance.

Suit was first started in Canton, Ohio, but no levy of attachment could be made for the same reason that the cast had been paid off in advance.

The $2,500 loan was in connection with the initial Broadway production of Leslie's 'Blackbirds.' Robbins publishes the music of the score, and on top of the usual financial arrangements the music pub firm also loaned some money to the producer.

Henry Ford, Petrillo At Odds Over Detroit Symph. Fair Booking

Chicago, May 7.

Jimmy Petrillo, of the Chicago Federation of Musicians, and Henry Ford, of the Ford Motor company, locked horns over the booking of the Detroit Symphony orchestra as an attraction for the Ford display at the World's Fair this summer.

Simply the spat is this: Ford wants to bring the entire ensemble of 70 Detroiters to Chicago, while Petrillo thinks that the concession should use some Chicago musicians in the group. Understood that Petrillo has made an offer of half-and-half, which means 35 Detroit musicians and 35 Chicago instrumentalizers.

SAM FOX IN COURT TO GET ASCAP BREAK

Sam and Harry Fox (Sam Fox Music Co.), who have taken their grievances against the ASCAP into court in a battle to set aside the articles of the association and to declare the board invalid, will seek to examine the officers of the Society tomorrow (Wednesday). A motion comes up then asking that Gene Buck, Louis Bernstein, Saul H. Bornstein and E. C. Mills, ASCAP's principal officers and general manager (Mills) be subjected to some 97 interrogators.

Attorney J. T. Abeles for the Fox Music Co. is taking his action into the foundation of the society on the allegation that since it operates for profit and is not a fraternal organization, any of its members (Fox being one) can demand that all books, papers, records, etc., be produced.

Sam Fox Music Pub. Co. wants to know how much money to whom the Society loaned funds; how much is expended for operations (overhead is estimated at 31c. for every $1 collected), how much for lobbying expenses, etc.

Fox has been complaining of his inadequate rating in ASCAP. He's been asking for promotion, but instead suffered setbacks in classification from BB to class CC. Fox has an exclusive tieup with Fox Film for all its musicals which alone the publisher feels entitles him to plenty of points for advancement.

Earl Hines orchestra returns to the Grand Terrace cafe, Chicago on May 13, replacing Carrol Dickerson. WBBM is the ether wire in the spot.

SAY END AIDS FILM SUBSIDS

So-Called Evil Finds Defenders Among Minor Music Firms—Claim Special Arrangement Offer Allows Them to Meet Major Competition

PRO AND CON

ications were given at a meeting of the Music Publishers Protective Association directorate last week that the clause against free special arrangements would meet with spirited opposition from several non-film company controlled publishers when the revamped music code comes up for open airing in Washington. These publishers will contend that the absolute ban on gratis special orchestrations will serve to place them at a disadvantage when competing with the publishing subsidiaries of the major picture producers.

Last week's meeting of the MMPA directors, however, voted its approval of the code as received recently from the legal department of the NRA. John Paine, chairman of the MPPA, is slated to call on Deputy NRA Administrator Williams in Washington today (Tuesday) and discuss the setting on a hearing date for the code.

That the free arrangements clause has aroused opposition in the trade was revealed for the first time during the MPPA meeting called to talk over the revamped document. Sentiment was expressed to the effect that several of the publishers not affiliated with picture companies have been cogiating over the situation this clause would develop and that they were beginning to realize that the restriction would not work out so favorably for the indie element of publisher.

Fact that they were able to offer free special arrangements as an inducement tended to help them meet the competition from producer-backed firms when it came to soliciting plugs. Latter publishing companies, argued the indie element, had the upper hand here both by the multiplicity of song output and the prestige that a picture tune carries. What chance, asked the indie publisher, has he with his two little songs in vying for the attention of an orchestra leader when a producer-affiliated firm can offer anywhere from six to 20 songs at one time, each carrying with it the glamour of a screen connection and a star, say, for instance, Bing Crosby or Dick Powell. The average orchestra leader, argued the indie publisher, will under such circumstances first look over the numbers with a picture source, and allowing what space he may have left on his repertoire to the songs of the publishers minus a picture company alliance.

By being able to offer free special orchestrations the indie publisher can meet this competition to some extent. With his one or two songs the arrangement costs would be within his means, while if the producer-backed firm attempted to make special orchestrations for every one of its new releases it would soon find itself deep in the red.

Paramount Threat

Lou Diamond, head of the Famous Music Corp, a Publix Paramount subsid, was among those who attended the MPPA meeting. Diamond spoke in favor of the suppression of all free special arrangements and served notice upon the group present that if the evil wasn't cut out Paramount with all its resources would stop at nothing in meeting this situation. He declared that his firm was in a position of expending as high as $250,000 for gratis special arrangements and he defied any indie publisher to attempt to meet this competition. He asserted that if the free thing was not stamped out his company could go into the field and offer orchestra leaders as high as $250 a plug. During the course of the wrangle that followed these remarks Diamond averred that with him the music publishing business was merely a medium for the exploitation of Paramount pictures.

One of the indie element of publishers present who declared in favor of the no free special arrangements clause was E. B. Marks. If the industry, asserted Marks, continued to pay orchestra leaders for arrangements the lid might as well be torn off and everybody go the limit. Marks warned them that if the practice wasn't firmly suppressed the publishers would be confronted with the self-destroying conditions that brought about the formation of the MPPA. Publishers at the time were free with their money in competing for plugs among vaude performers.

ASCAP Directorate Seeks Membership Endorsement for Another 10 Years

BONIFACES REBEL

Say They Will Ask Congress For Anti-ASCAP Rule

Atlantic City, May 7.

Thomas D. Green, president of the American Hotel Association, announced at the meeting of the New Jersey State Hotel Association at the Ambassador here last Thursday (3) that a campaign had been launched to bring about a modification of the radio music copyright law. Green said that a bill had been prepared and would probably be introduced in this session of Congress to bring about a revision in the charges that the hotels have to pay for the use of copyright music.

'The hotels feel that the rates now imposed upon them for their radio and orchestra music are unjust,' said Green. 'According to the copyright act there is no limitation as to what the Society of Authors and Composers may for copyright music.'

Harry Somerville, of the Hotel Willard, Washington, D. C., is chairman of the legislative committee which will conduct the campaign. He said that chairmen and sub-chairmen had been appointed in every state in the Union. He added that an English concern, in addition to four or five other foreign societies, were also trying to tax American hotels.

Casino Paree Policy Goes Into Converted Mayfair, Baltimore

Baltimore, May 7.

Mayfair Gardens, uptown arena that in frosty weather serves as an ice-palace, is being converted into an approximation of the Casino de Paris, the big-scale nitery in New York. Workmen are transforming the spot into a tiered, uncolumned room that will accommodate nearly 2,000. An air-conditioning system is also being installed. Opening scheduled for May 17.

A local ork will supply the dansapation upon opening, but it is planned to pencil in name bands for one-night sit-ins when they're available. A floor show will roll thrice nightly, consisting of four standard vaude acts, plus line of 18 girls. New talent line-up weekly, booked out of New York. Jack Menton will manage.

BOOKED FOR ORIENT

Seattle, May 7.

Fay Courtney and her husband, Roy MacMicol, have sailed from here for Shanghai to open for the cafe circuit booked by Ed Fisher. Harlan and Janet Milner are also set for the Orient.

Contracts binding them to membership in the organization for 10 years beyond of 1935 will be distributed among the writer and publisher factions by the American Society of Composers, Authors and Publishers within the next two weeks. Final discussions on the terms of the new agreement are scheduled for the meeting to be held by the society's board of directors this Thursday (10). Decision to put out the new agreement was made at a gathering of the directorate last week.

Responsible to a considerable measure for the move to tie up the membership at this time is the suggestion made by the broadcasting interests that before continuing the negotiations for a new five-year contract between radio and music it would be mete for the society to have its writers and publishers extend their agreement with ASCAP over the period of years involved. Contract that ASCAP has with its members now expires December 31, 1935.

New contract that representations from the broadcasting and performing rights camps have been parleying about will include the unexpired term the present deal between these two interests have yet to go. This agreement is dated to August 31, 1935, and the revised five-year covenant would, it has been suggested, start from Sept. 1, 1934, providing the two factions by that time get together.

Flopped in 1933

Heads of the American Society distributed in early 1933 among the membership contracts calling for 10-year extensions beyond the end of 1935, but the move blew up because not a single publisher was willing to sign. Stumbling block here was a clause pertaining to the percentage of royalty splitting between the publisher and writer delegations, which the publishers charge was open to various interpretations because of the ambiguous verbiage. About 600 writer members did signature, but these contracts were several months later returned to them on the demand of Sigmund Romberg as head of the Songwriters' Protective Association.

ASCAP RATE COMMITTEE GIVEN MORE FREEDOM

Directorate of the American Society of Composers, Authors and Publishers, at a meeting held last week, agreed to allow the organization's rate committee more latitude in adjusting licensing fees of restaurants, cafes, etc. Under this dispensation, the committee can now work out compromises with recalcitrant spots without referring the matter to the Society's board of directors.

Still in process of settlement is the dispute that arose after the rate committee set $4,800 as the annual tax to be paid by the four leading Broadway spots, the Casino de Paree, Paradise, Hollywood and the Palais Royal.

Aaronsons Splitting

St. Louis, May 7.

The Irving Aaronsons are in the throes of a matrimonial split-up. The leader of Aaronson's Commanders is playing here at the Jefferson hotel and due for a Coast engagement.

His wife, Christine Marston, dancer, has just returned to New York, after engagements on the Riviera and in Paris.

Herbert Stothart has written music to Elizabeth Barrett Browning's poem 'Inclusions,' which will be used as a theme song for Metro's 'Barretts of Wimpole Street.' Song will be title 'Wilt Thou Take My Hand.'


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